

No.  
126  
April  
'69

# MAD<sup>IND</sup>

OUR PRICE  
**35¢**  
CHEAP



CHARLES MONTGOMERY BROWN

# WHO NEEDS YOU

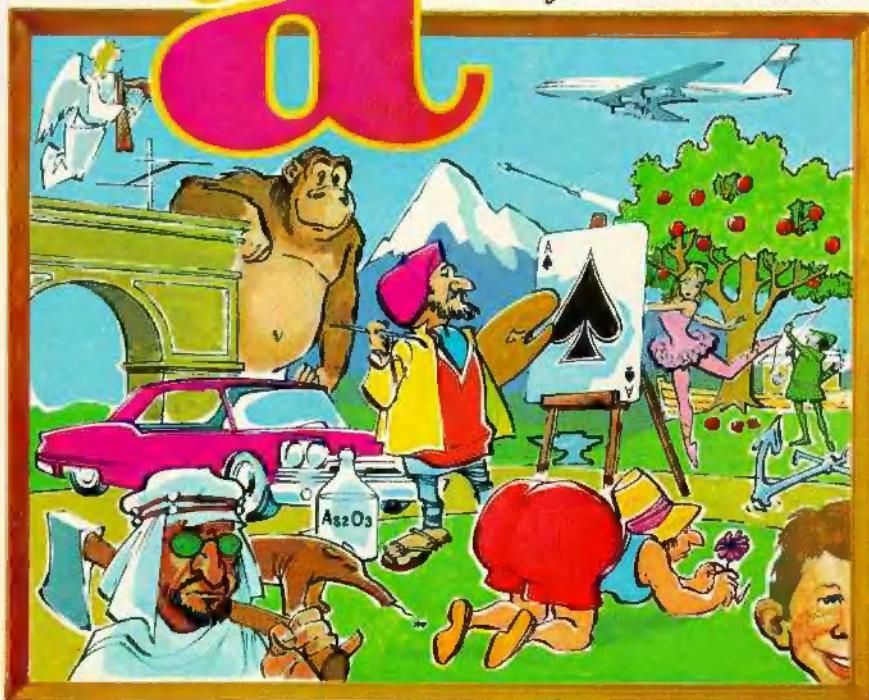
# MAD'S COLOR PUZZLE PAGE

ARTIST: BOB CLARKE WRITER: AL JAFFEE

THE  
WONDERFUL  
LETTER

# a

How many things can you see  
that begin with this letter?



ANSWER: THERE ARE 3,586 THINGS THAT BEGIN WITH THE LETTER "A"; THEY ARE: A LADY, A PAINTER, A GORILLA, A HATCHET, A CAR, A JET PLANE, A MORON WHO ATTEMPTS TO SOLVE PUZZLES LIKE THESE, AND 3,579 MORE!

## SPARKLING COLOR BLINDNESS TEST

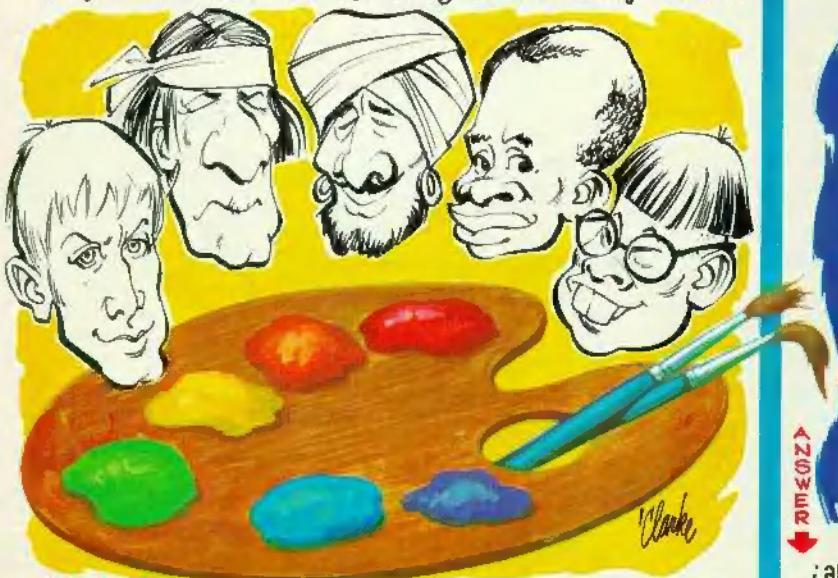
CAN YOU SEE THE NUMBER HIDDEN IN THIS COLOR BLINDNESS TEST CHART?



ANSWER: IF YOU SEE AN EIGHT, YOUR COLOR PERCEPTION IS NORMAL. IF YOU SEE A THREE, YOU'RE COLOR BLIND!

## COLORFUL PEOPLE

Here are people of different colors and different races all living together in love and peace and harmony. Can you color them correctly, and guess where they're from?



ANSWER: THEY ARE ALL LIVING TOGETHER IN LOVE AND PEACE AND HARMONY. YOU ARE CORRECT IF YOU COLORED THEM ALL GREEN! BECAUSE IF THEY MUST BE MARTIANS!

COLOR  
MATCH-UP  
GAME

## Which ones are the Twin Easter Eggs?



ANSWER ↓

Although all six eggs are colored alike, none of them are twins! One is a chicken egg, one is a duck egg, one is a turkey egg, a one is the big fat goose egg you get for a score in this color puzzle!

# MAD

"The grass is always greener at the Golf Club that has a restricted membership!"—Alfred E. Neuman

WILLIAM M. GAINES *publisher*ALBERT B. FELDSTEIN *editor*JOHN PUTNAM *art director* LEONARD BRENNER *production*JERRY De FUCCIO, NICK MEGLIN *associate editors*JACK ALBERT *lawsuits*

GLORIA ORLANDO, CELIA MORELLI, JOAN ZECCA,

CURTIS ANDERSON *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS

*the usual gang of idiots***DEPARTMENTS****BERG'S-EYE VIEW DEPARTMENT**

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\*\*Various Places Around The Magazine

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**VITAL FEATURES**

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A SUCCESS  
STORY MOVIE  
OF THE  
FUTURE  
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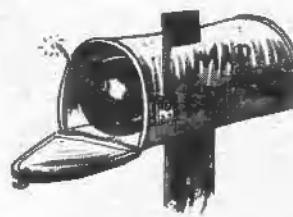
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## LETTERS DEPT.



### MAFIACO ANNUAL REPORT

Your "MafiaCo Annual Report" was a real smash! And anybody don't like it gets his!

Doug "Big Fish" McDevitt  
Abington, Penna.

Although most of your "MafiaCo Annual Report" is very amusing and clever, the one thing that is not very funny is that it is all too true!

Tom Alexander  
Livonia, Mich.

The fact that you know more about the Mafia than the U.S. Government (Note accurate figures in Financial Report!) has finally confirmed a long-time suspicion of mine . . . mainly that MAD Magazine is actually a "front" for the Mafia. After all, how ELSE could such a crummy magazine survive without advertising?!

Daniel Seitz  
Croton-On-Hudson, N.Y.

### CHRISTMAS IS...

"Christmas Is . . ." was brilliantly written (Gilbert Barnhill) and charmingly drawn (Al Jaffee), and showed just how agonizing that season of the year can sometimes be.

Greg Fash  
New Brunswick, Canada

Your "Christmas Is . . ." article was nothing short of priceless. We used each example as a Christmas Card to appropriate people.

Lynne Cusumano  
Great Neck, N.Y.

Christmas Is . . . getting stuck with 3 Gift-Subscriptions to MAD!

James Saltzman  
Plainville, Conn.

### FOLLOW-UP REPORT ON PROGRESS

Your "MAD's Follow-Up Report On Progress" was worse than your first "MAD Report On Progress"! That's progress?!

Howard Wilson  
No Address Given

### SONGS OF CRIME, VIOLENCE, ETC.

About MAD's "Songs of Crime, Violence, War, Hate, Bigotry, The Lunatic Frings, and All-Around Ecchiness" . . . we should put them all together and call it our National Anthem!

Sammy Wismonski  
Brooklyn, N.Y.

## ROSEMARIA'S BOO-BOO

I have been reading MAD for many years and I have seen some hilarious satires on popular motion pictures, but I can honestly say that I have never read anything as pointed, cutting and just plain funny as "Rosemaria's Boo-boo". It was a gem.

Ted Heslin  
Glen Ridge, N.J.

Your satire, "Rosemaria's Boo-boo" was certainly that . . . a boo-boo! The original movie was one of the few instances where Hollywood realistically reproduced a book almost line by line without distortion. If you must blame someone for the nude-shots, criticism of the Catholic church, etc., blame the book's author, not the movie! Once again you have demonstrated that your so-called "satires" are often not constructive criticism, but merely "cute" attempts to get a few laughs.

Ted Studebaker  
New Carlisle, Ohio

Your satire, "Rosemaria's Boo-boo", was DEVILISHLY CLEVER!!

Joseph Farley  
Spartanburg, S.C.

"Rosemaria's Boo-boo" is unexcelled by any of your other past movie satires, and is certainly the funniest. A triumph!

Dion Thatcher  
Oakland, Calif.

I thought that "Rosemaria's Boo-boo" was one of the finest satires of one of the trashiest and blasphemous books I have ever read. They should have made the movie from your satire instead of wasting all that film. I am a constant reader and admirer of your ever-increasing wisdom.

Jane Abdallah  
Bensenville, Ill.

I read "Rosemaria's Boo-boo" . . . and that was MY boo-boo! Yecch!!

Steve Tart  
Springfield, Oregon

I want to tell you that I think your satire of "Rosemary's Baby" was the most disgusting thing I have ever read. You tore apart what I felt was a magnificent work of art! But what is even more disgusting is that I enjoyed every word of it!

Liz Ryden  
San Jose, Calif.

Bewitching!!

Joseph Carames  
New York City, N.Y.

Congratulations on exposing the "Rosemary's Baby Hoax"! I was disgusted by those who labeled it a "true Gothic horror tale" as much as by those who labeled it "Blasphemy". Thanks to your charming cover and delightful satire, this joke on the public is exposed.

Matt Ignoffo  
Chicago, Ill.

"Rosemaria's Boo-boo" was a heavenuva good job!

Geoff Sirc  
Lyndhurst, Ohio

#### A MAD SHOW BIZ SUCCESS STORY

Congratulations to Don Martin and Dean Norman for their hilarious "MAD Show Biz Success Story"! I laughed as much at Don's pictures as I did at Dean's words. The two of them make a great team!

Grant Winston  
Henderson, Ky.

#### WHAT IS A MAKE-OUT MAN?

"What Is A Make-Out Man?" was not only the funniest article MAD has ever run, but also the most educational. It gave me some new ideas!

Glenn Weiss  
Queens, N.Y.

MAD really slipped with "What Is A Make-Out Man?" Frankly, we're a lot worse than that!

Dave Wilke  
Lamont, Ill.

#### BUGS 'N WORMS 'N THINGS

I just can't get over "A MAD Look At Bugs 'n Worms 'n Things"! Every time I think about it, it BUGS me!

Leon Fabiszak  
Chicago, Ill.

I laughed so hard I nearly fell out of my web.

Paul R. Clark  
No Address Given

#### CASEY AT THE DICE

I never laughed so hard or for so long at a poem-satire as I did at "Casey at the Dice". My compliments to Jack Davis and especially to Frank Jacobs for a beautiful job.

John Vandaligam  
Los Gatos, Calif.

If you like Frank Jacobs' poem-satires, you'll like his paperback book, "MAD—For Better Or Verse"!—Ed.

Casey may have... but MAD certainly didn't crap out with this one.

Pete Catalano  
Hazlet, N.J.

#### AMERICA IS GOING DRAG

Congratulations!! I think MAD's back cover ad satire, "America Is Going Drag", is the greatest yet. It hits the nail square on the head. This disgusting trend to flatten women's breasts and design skin-tight clothes for men can only be conceived by sick people. If this trend to defeminize women and emasculate men continues, this country is finished. Keep printing this message. By continuing to buy and wear their ill-conceived creations, we are only encouraging them!

Lawrence Lane  
New Brunswick, N.J.

Please Address All Correspondence To:  
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**PLAN  
AHEAD**

If you're thinking of re-decorating, plan ahead! Mainly, a head of Alfred E. Neuman, MAD's "What—Me Worry?" kid! That way, you can destroy whatever effect you set out to achieve! Full-color portraits of our boy, suitable for framing (or just sticking up with tape) are available. Mail 25c for 1, 50c for 3, \$1.00 for 9 or \$2.00 for 27 (One for each room, if you're re-decorating a mansion!) to: MAD, 485 MADison Avenue, New York 10022



THE MALADY LINGERS ON DEPT.

A MAD LOOK AT THE  
DISEASES OF OUR...

PARKING ZONE'S DISEASE



YELLOW FERVOR



4

SICK

GANGRENE



DROPSY



LENINGITIS

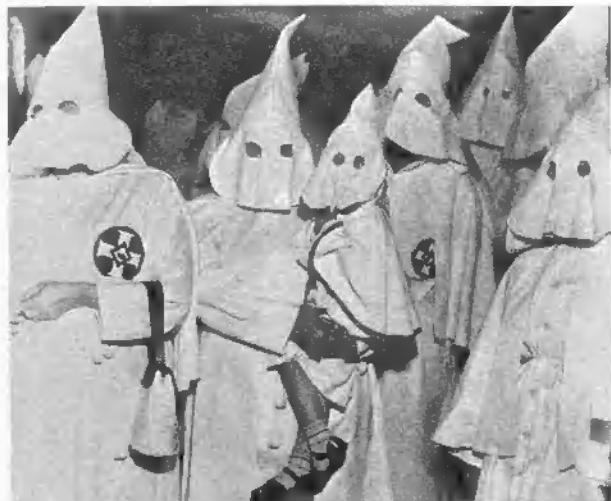


# SOCIETY

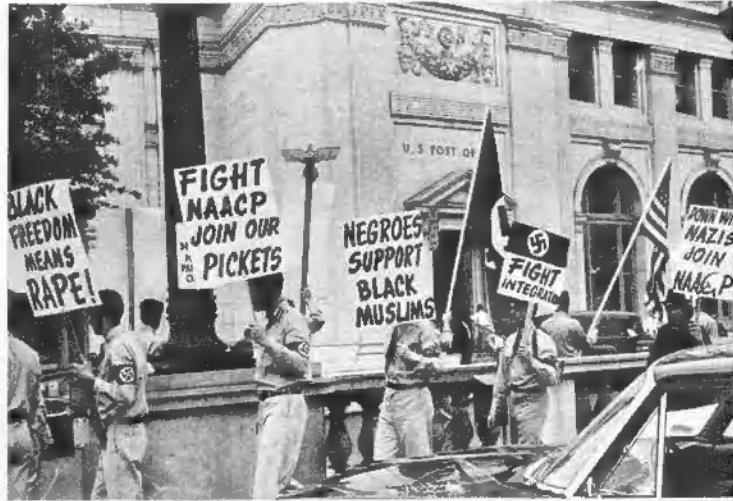
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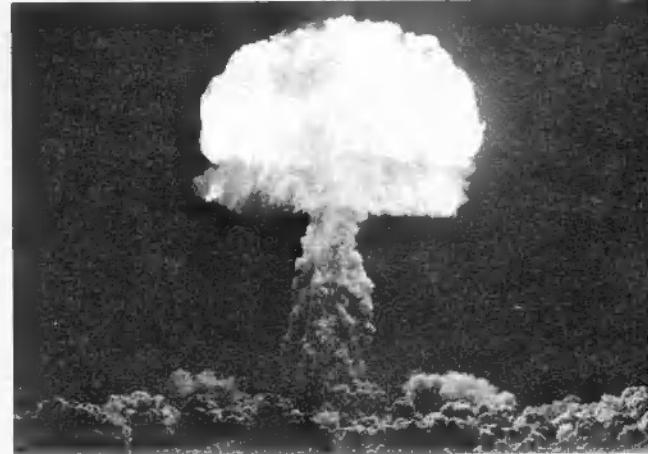
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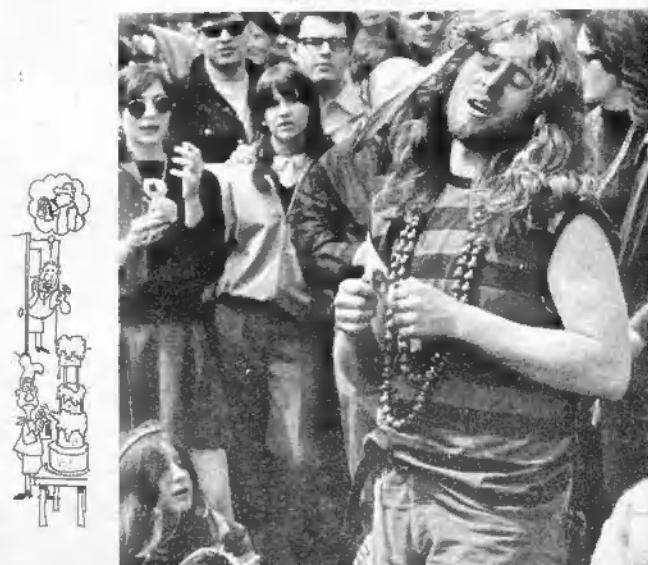
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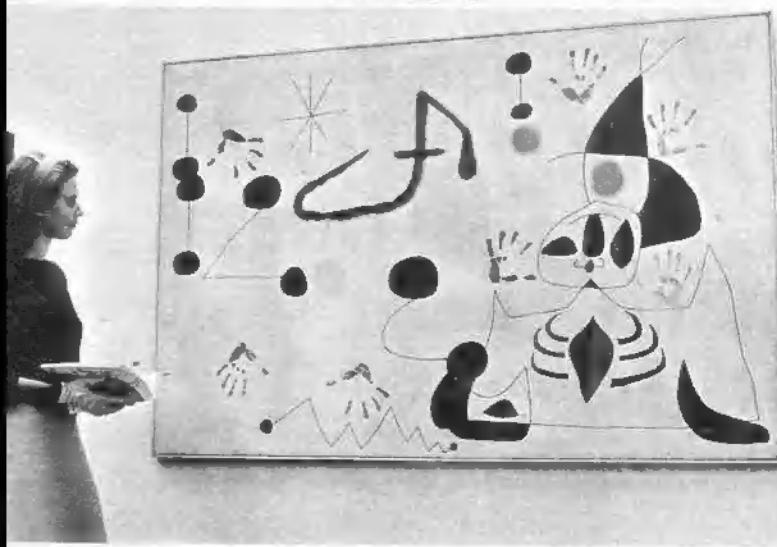
## MAOLARIA



## AFFLUENZA



## ARTRITIS



## BURY-BURY



## ELEPHANTIASIS



## CONGESTION OF THE TUBES

<p>4:00</p> <p>11 Gigantor Cartoon (C).      2 Secret Storm; Serial (C).      4 Match Game (C).      7 Dark Shadows (C).      9 MOVIE: "IT STARTED WITH EVE." Deanna Durbin, Charles Laughton. Young girl poses as the daughter-in-law of a dying millionaire (1941).      ★★★½</p> <p>4:30</p> <p>11 Speed Racer Cartoon (C).      2 HIGHLIGHTS OF DEMOCRATIC PLATFORM AND CREDENTIALS COMMITTEE HEARINGS (C).      4 THE SAME (C).      5 Marine Boy Cartoons (C).      7 MOVIE: "A MAN CALLED PETER." Richard Todd, Jean Peters. Story of</p>	<p>7:30</p> <p>11 Patty Duke Show.      2 Gunsmoke; James Arness (C).      4 Monkees; Davy Jones (C).      5 Truth or Consequences (C).      7 Cowboy in Africa; Chuck Connors (C).      13 Antiques.</p> <p>8:00</p> <p>11 Password (C).      4 Champions; Stuart Damon (C).      5 Hazel; Shirley Booth (C).      9 BASEBALL; METS-GIANTS (C).      13 Rainbow Quest.</p> <p>8:30</p> <p>11 Honeymooners.      2 Lucy Show; Lucille Ball (C).      5 MERV GRIFFIN SHOW; Totie Fields, O. C. Smith, Don Williams.</p>
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KIDDIE-LITTER DEPT.

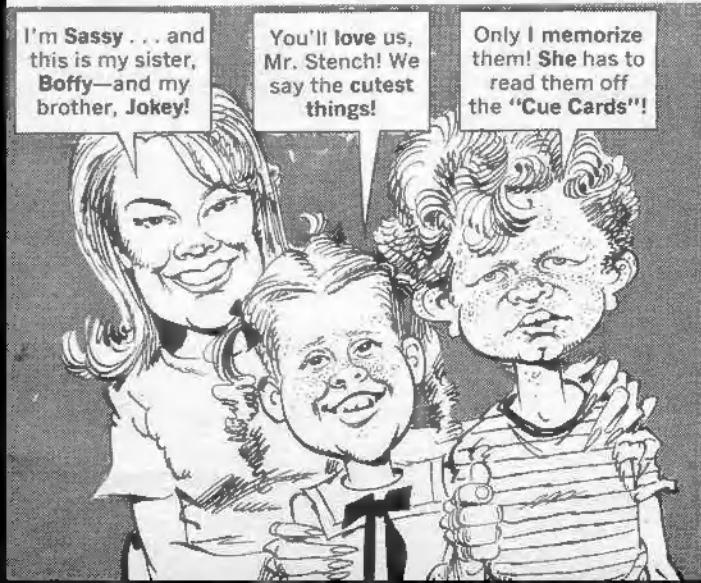


Unmarried "fathers" with children have become a rather overworked TV Situation Comedy formula, it seems. John Forsythe started it several seasons back, Fred MacMurray latched on to it next, Andy Griffith continued it up until last year, and now Brian Keith is milking it dry. In other words, it's definitely a . . .

# FAMILIAR AFFAIR

ARTIST:  
MORT DRUCKER

WRITER:  
STAN HART



... and after dinner, I'll lead us in the "Star Spangled Banner" . . . all four verses!

And I'll recite "The Pledge Of Allegiance" and stumble adorably over the word "Indivisible"!

And I'll make a speech, proving the existence of God in my innocent, yet wise way!

Must they be so cute and lovable all the time, Sir?

Of course, Stench! That way, the kids who are watching can identify with them!

You must be joking! No real live child would ever identify with sickening-sweet creeps like them!

That's why this show is on at 9:30 P. M.! They're what the TV Network Executives THINK kids are like! And what parents WISH their kids were like!



I want those kids to grow up like any other normal kids who live in Park Avenue penthouses and have English butlers to wait on them hand and foot!

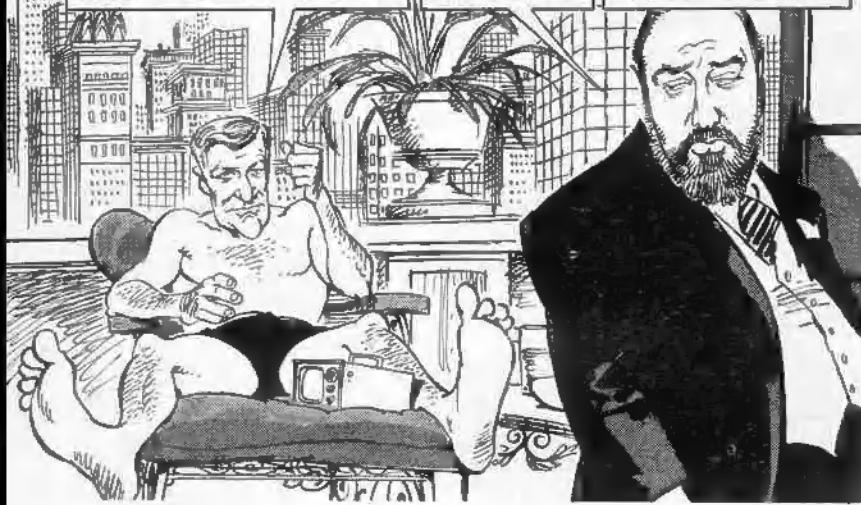
But don't you think all that luxury might spoil them, Sir?

Why?! It never spoiled ME!—Stench, will you turn my chaise around a bit! I have to lift my head to see you!

Sir, there's one question I'd like to ask you: How come, with all your money and boyish unruly hair and rugged American good looks . . . how come with all that we never see you making out!

Because when you star in a situation comedy like this, you have to take a vow of celibacy . . . just like Fred MacMurray, John Forsythe and Andy Griffith did!

Television fathers just don't DO such things, Stench!



Actually, I have fallen in love . . . and as soon as this series is over, I would like to get married, Stench!

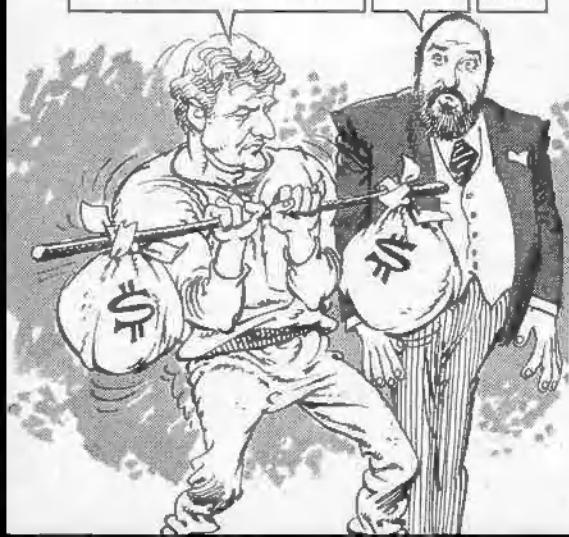
You honor me, Sir!

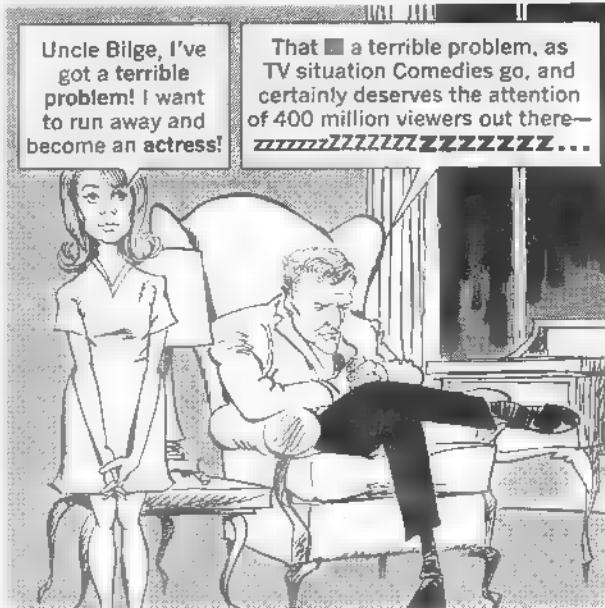
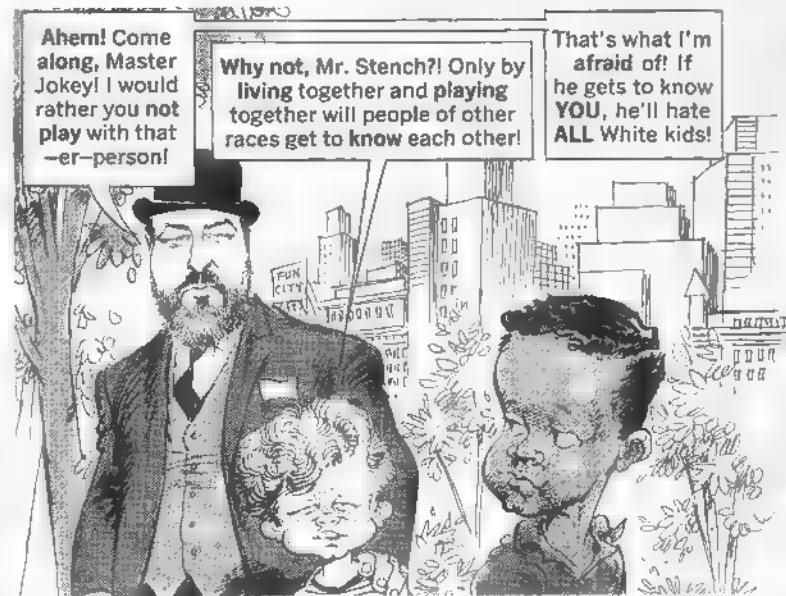
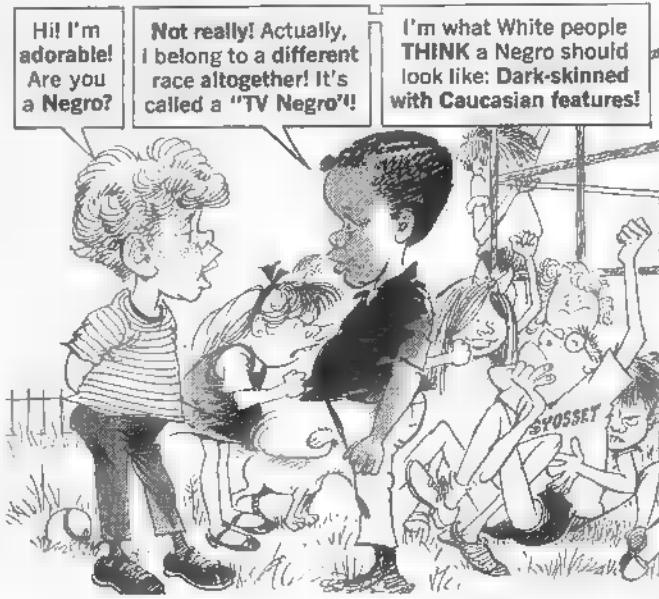
Not to you, idiot!

Ha-ha! Look at you, Stench! You're not a Butler any more! You're a "Nanny"! . . . a "Nursemaid"!

True! Too true! But it's not really so bad . . .

He sleeps a lot!





Children, I am going to teach you to speak perfect English, practice impeccable manners, and act with elegance at all times!

Oh, goody, Mr. Stench! Then, when we grow up—

—we can become servants—like you!

Well, Sassy, how do you like New York?

Oh, I love it, Mr. Stench! There's so much for a right-minded teenager to do!

So far, I've reformed two winos, shown six muggers the error of their ways, and helped the Mayor avoid a full-scale Harlem race-riot!

All in one day?!

The day's not over yet! I still have the whole afternoon to settle the war in Vietnam!



I've HAD IT, Sir! Good Bye!

Stench, you can't do this to me! You can't leave me alone with those kids! They'll "cute" me to death!

I'm sorry, sir! I must leave before I crackup! I cannot take their nauseatingly perfect behavior for one more maddening day!

Don't leave! Let me have a talk with them, Stench!



If only they would—just once—do something rotten . . . something mean . . . something even slightly bad . . . something—er—NORMAL!!?



Sir! Look! I don't believe they're smoking . . . and drinking!

HEY! What's going ON here?

Sorry you had to find out this way, Uncle Bilge . . . Mr. Stench! Actually, we're NOT kids at all! I'm a youthful 28-year-old, and Boffy and Jokey there are midgets!

Boffy and Jokey . . . MIDGETS!!? But . . . WHY??

You honestly didn't think they could ever get REAL kids to act that way, did you?

Hello, Long Distance . . . ? Get me the William Morris Agency in L.A.!

Hey, anybody wanna drink? I mix my Martinis five to one!



EDITORIAL WHEEL DEPT.

# A MAD Look At **HUGH** vs. **HELEN**

Hugh Hefner tells his Playboy pals  
How red to paint the town,  
But Helen sells the Gurley gals  
On doing it up Brown!

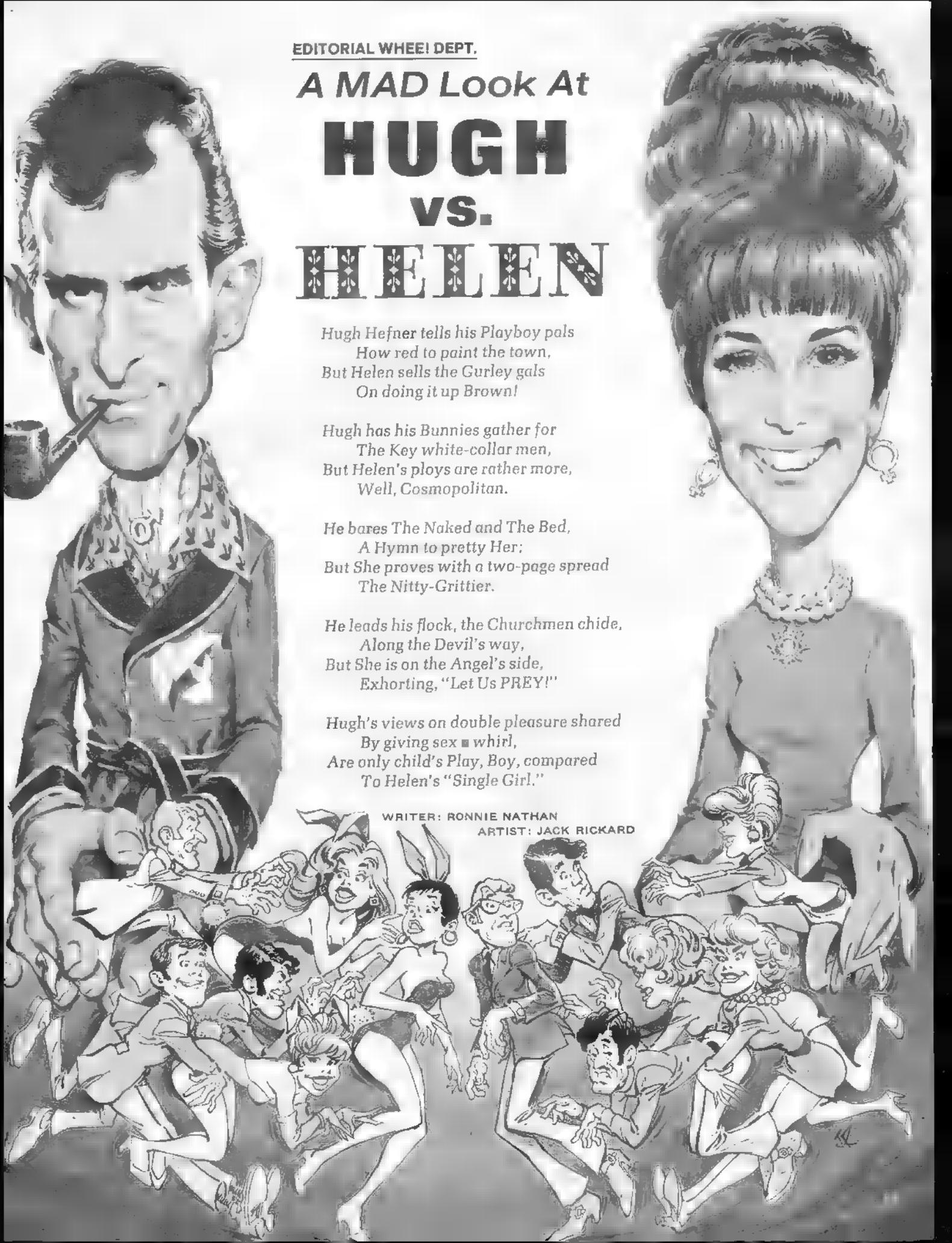
Hugh has his Bunnies gather for  
The Key white-collar men,  
But Helen's ploys are rather more,  
Well, Cosmopolitan.

He bares The Naked and The Bed,  
A Hymn to pretty Her;  
But She proves with a two-page spread  
The Nitty-Grittier.

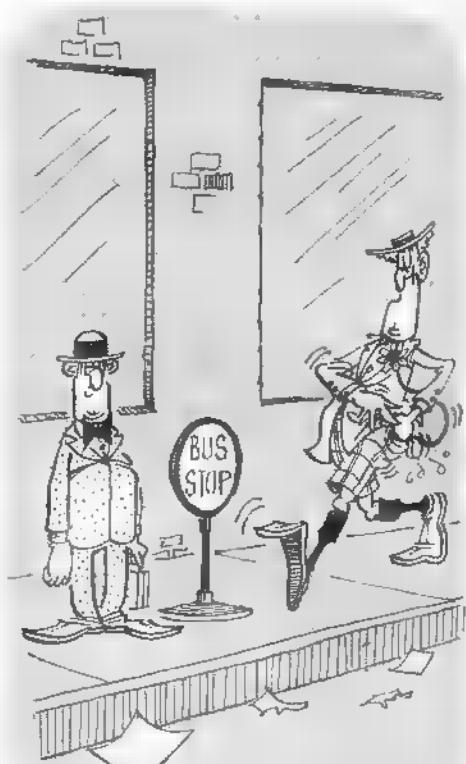
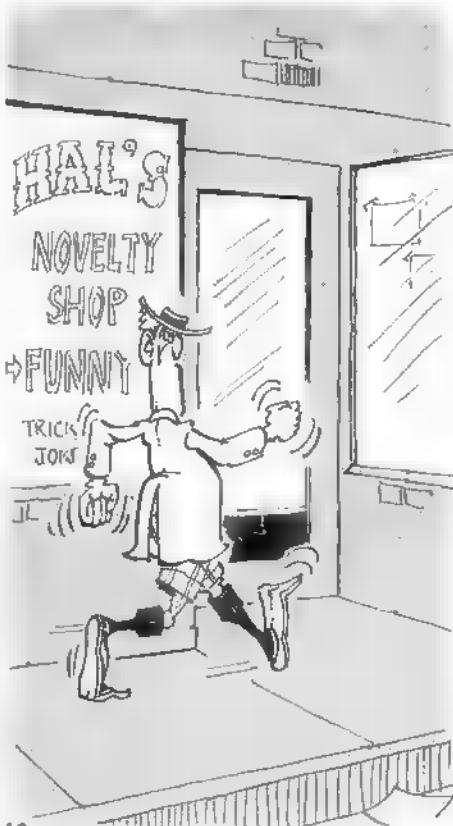
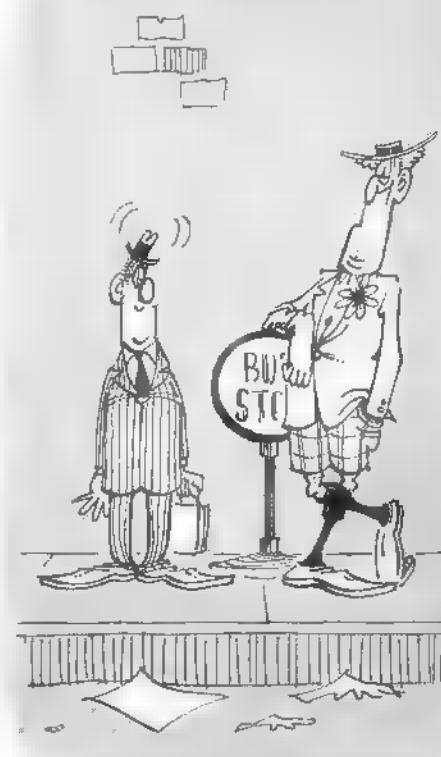
He leads his flock, the Churchmen chide,  
Along the Devil's way,  
But She is on the Angel's side,  
Exhorting, "Let Us PREY!"

Hugh's views on double pleasure shared  
By giving sex ■ whirl,  
Are only child's Play, Boy, compared  
To Helen's "Single Girl."

WRITER: RONNIE NATHAN  
ARTIST: JACK RICKARD

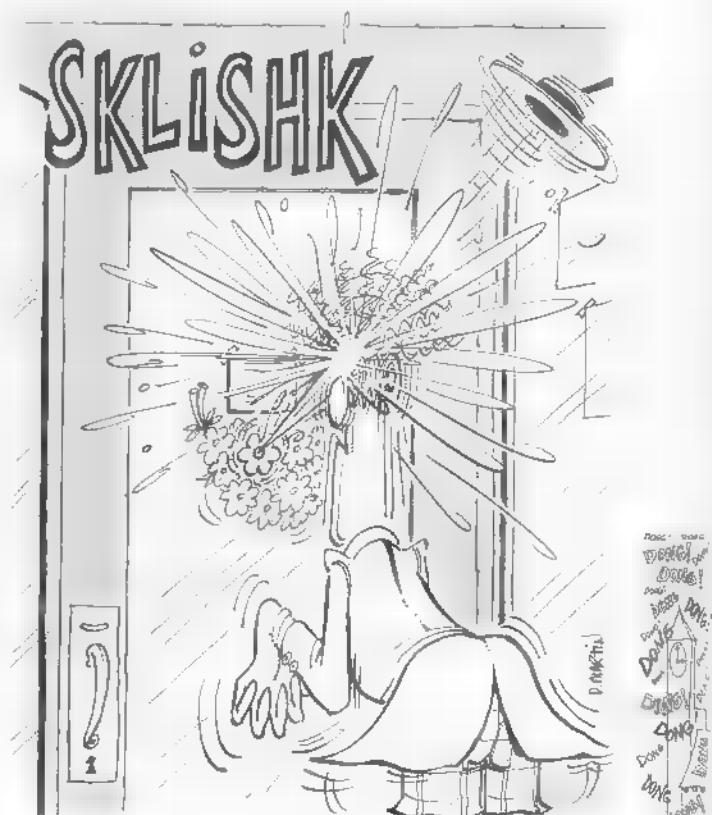
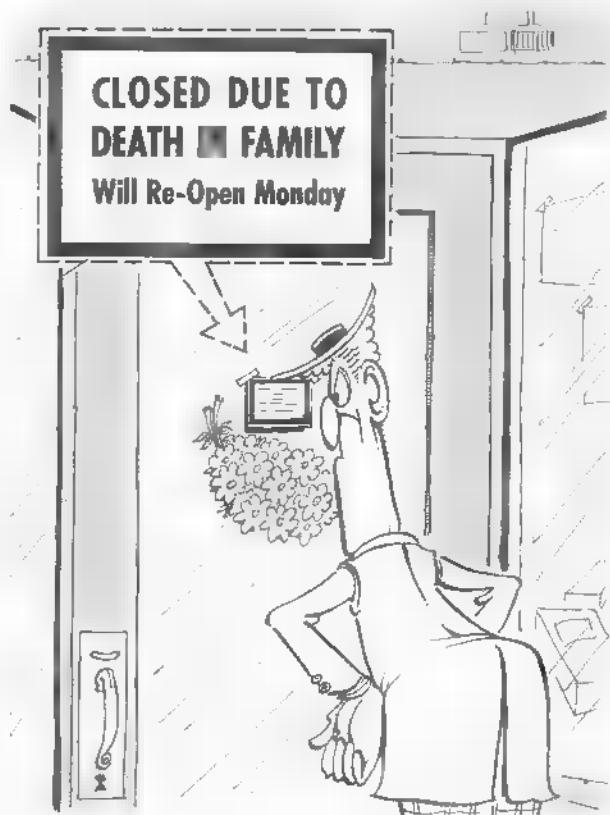


# OUTSIDE A NO



# VELVET SHOP





**INSANE REPLAYS DEPT.**

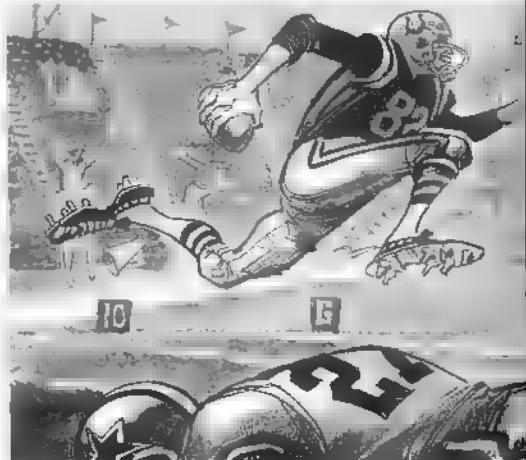
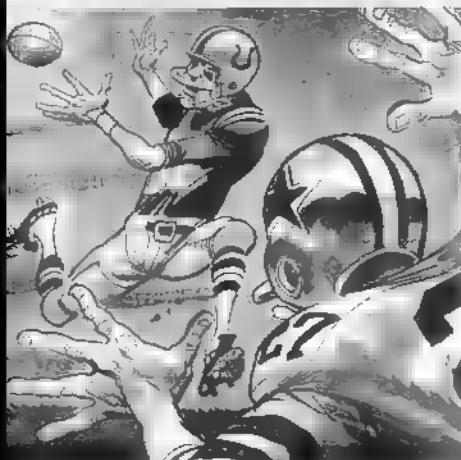
During and after every Football season, we are subjected to countless TV shows that feature filmed "Highlights" of past games. These "Football Highlights" catch the superhuman efforts that go into the making of fantastic plays. But what is never shown on the screen are the "Football Lowlights" . . . the other side of these fantastic plays . . . the human side! And so, this past season, while TV and News cameras were trained on the "winners", ours were trained on the "losers" so we could bring you

# MAD'S 1968-'69 FOOTBALL LOWLIGHTS

ARTIST: JACK DAVIS

WRITER: AL JAFFEE

## USUAL FOOTBALL **HIGHLIGHT**

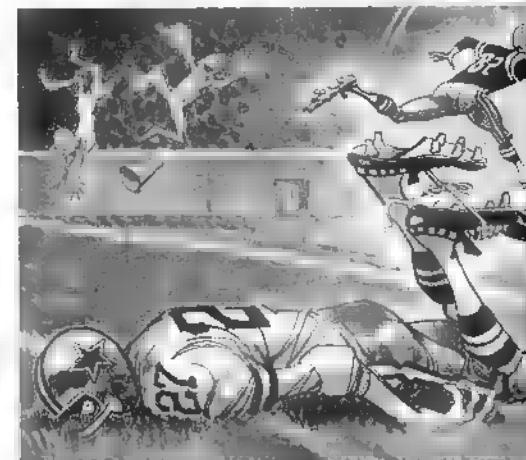
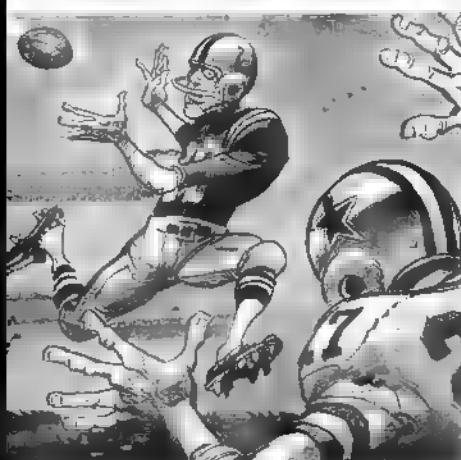


As regular "Highlight" camera covers short pass completion, a star Safety appears to have the receiver trapped.

Exciting "Football Highlight" comes as camera shows star Safety somehow failing to reach the pass receiver.

Highlight camera follows pass receiver as he goes on to make a touchdown run that wins biggest game of past season.

## MAD'S FOOTBALL **LOWLIGHT**



MAD's "Lowlight Camera" starts out on same play, always ready for any "Lowlight" it can quickly focus on.

Instead of following pass receiver, camera pans to strangely-flopping Safety for MAD "Football Lowlight".

Lowlight camera reveals that stupid Safety had tied shoes together when laces came loose moments before play. 15

## THE PLAY



Defensive Halfback, Jim Finster, comes to the realization, just before play begins, that he's put on lockermate's very much smaller-sized uniform pants.

## THE PLAY



Left Guard Irv Stench's helmet flies off and rolls up to grandstand during rough play. Irv recovers ■ after the ensuing pile-up is finally untangled.

## THE PLAY



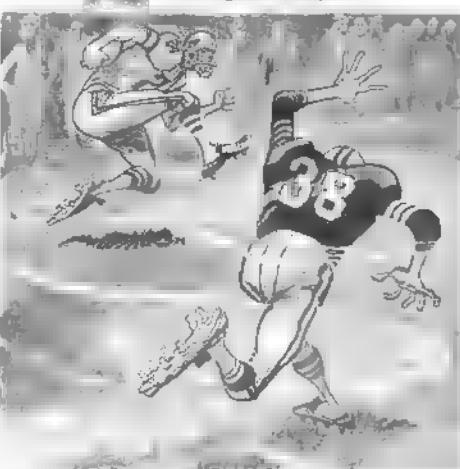
As play is about to begin, Fullback Romeo Letch simply cannot resist the urge to give a mischievous pinch to pretty Drum Majorette, Penny Petite.

## THE HIGHLIGHT



"Highlight" of play comes when ball-carrier charges right past Jim, who makes no move to stop him and seems paralyzed after taking just one step.

## HIGHLIGHT



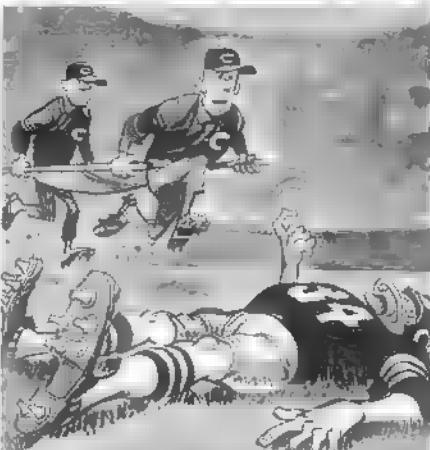
"Highlight" comes with next play when touchdown is run right past Irving who seems to wander around aimlessly as if overcome by unusual 92° temperature.

## HIGHLIGHT



Penny Petite reacts instantly, and "Highlights" of play shows the ball carrier barreling through for ■ TD, unopposed by Fullback Romeo Letch.

## THE LOWLIGHT



"Lowlight" is Jim falling on backside and faking injury so he'll be carried off the field on a stretcher and avoid revealing he forgot his Jockey Shorts.

## THE LOWLIGHT



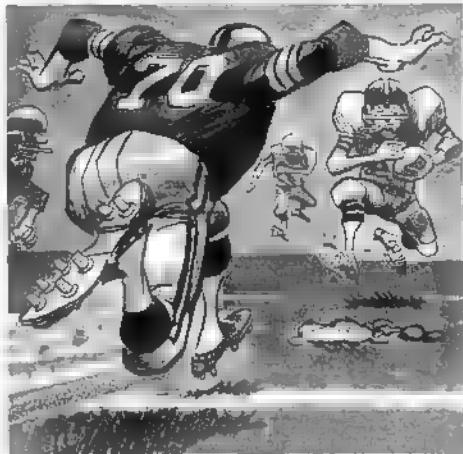
"Lowlight" shows that Irving's aimless wandering is caused by a melting fudge pop accidentally dropped in his helmet earlier when vendor leaned over stands.

## THE LOWLIGHT



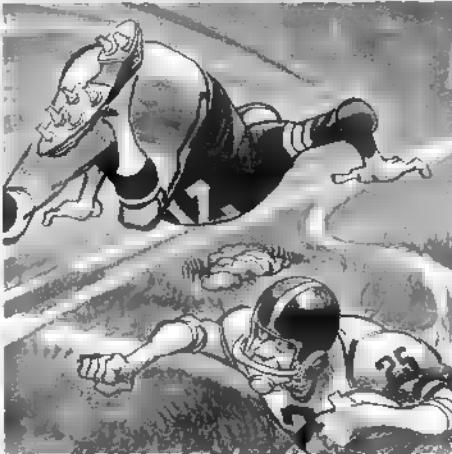
"Lowlight" shows surprised Fullback Letch examining ■ arm where Drum Majorette Petite, ■ Karate champion (Black Belt) ■ had deftly chopped him.

## THE PLAY



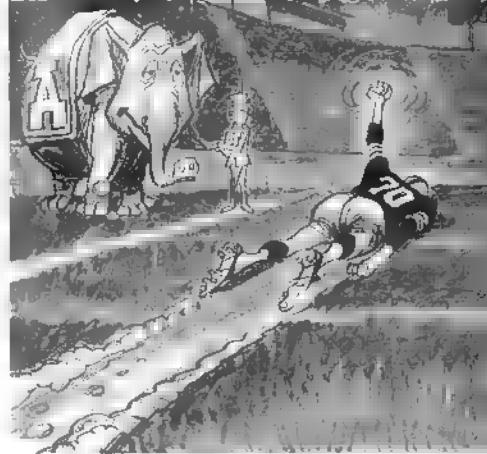
Hard, dry field is an advantage to swift Linebacker, Ron Brtz, as he charges toward ball carrier, Chris Finster, in final seconds of game.

## THE HIGHLIGHT



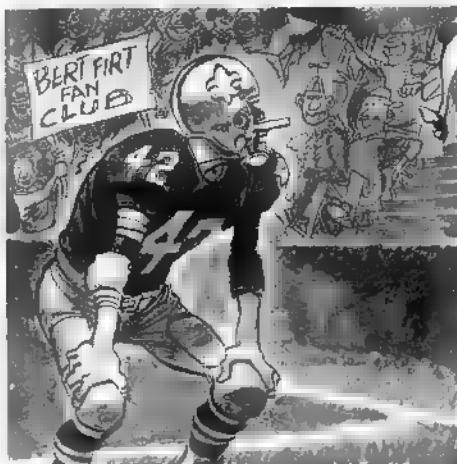
"Highlight" comes as Chris notices irregularity in field and deftly sidesteps ■ (while Brtz lands on it), and goes on for a great 78-yard TD.

## THE LOWLIGHT



"Lowlight" shows Brtz sliding across field, swearing at idiocy of allowing huge mascot use of the playing field for its own personal (Yecch!) needs.

## THE PLAY



Star Defensive Back, Bert Flurter, is proud of his many supporters and fan clubs. He takes particular notice of two lady rooters just before kickoff.

## THE HIGHLIGHT



"Highlight" of TD-scoring kickoff play comes as ball carrier goes right past Bert, who seems to completely miscalculate his flying tackle dive.

## THE LOWLIGHT



"Lowlight" shows Bert climbing out of mud puddle where he deliberately dove so that those two lady fans he had spotted wouldn't recognize him.

## THE PLAY



The only thing between injury-plagued Quarterback Bentley Frail and pay dirt is monstrous Tackle, T. T. Bonebreaker, who flies at him full speed, snarling.

## THE HIGHLIGHT



"Highlight" comes when Bonebreaker seems to suddenly become suspended in mid-air, allowing Frail to limp by and stagger on downfield for TD.

## THE LOWLIGHT



"Lowlight" shows Bonebreaker falling heavily on face because his foot is caught in the "Good-Luck Guru Chain" his Hippie girlfriend had given him.

## THE PLAY



Sturdley Bigot has always despised Henry Brown, and he never misses an opportunity to insult him, even when he's covering Brown on a pass play.

## THE PLAY



As defending Fullback, Norman Clean rushes forward, a bullet pass hits receiver Ham "The Pig" Hogjowls hard in his gut...hard enough to knock the breath out of him for the moment.

## THE PLAY



As mighty Blocker, Bull Braun, runs interference for teammate, glancing blow knocks out his contact lenses.

## THE HIGHLIGHT



"Highlight" comes when Bigot misses blocking a long pass, lets it drop into Brown's hands, and then makes no effort to stop him from scoring.

## THE HIGHLIGHT



"Highlight" comes when the Fullback, Clean, suddenly stops in his tracks. This gives "The Pig" sufficient time to recover his breath, swing around Clean, and take it for a touchdown.

## THE HIGHLIGHT



Running blind, Bull allows tacklers through, and "Highlight" comes when ball is fumbled and run back for TD.

## THE LowLIGHT



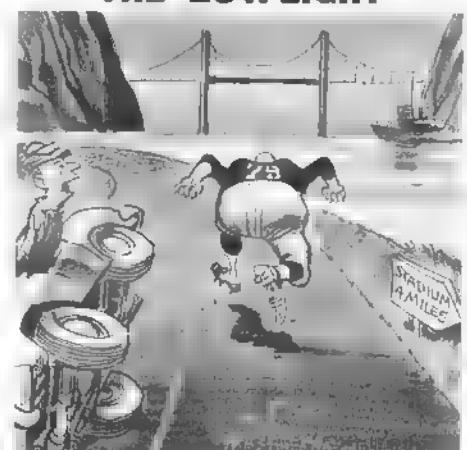
"Lowlight" shows Bigot after Brown's head hit him under the chin while his tongue was stuck out. Bigot wonders now how "lisp'd" insults will sound.

## THE LowLIGHT

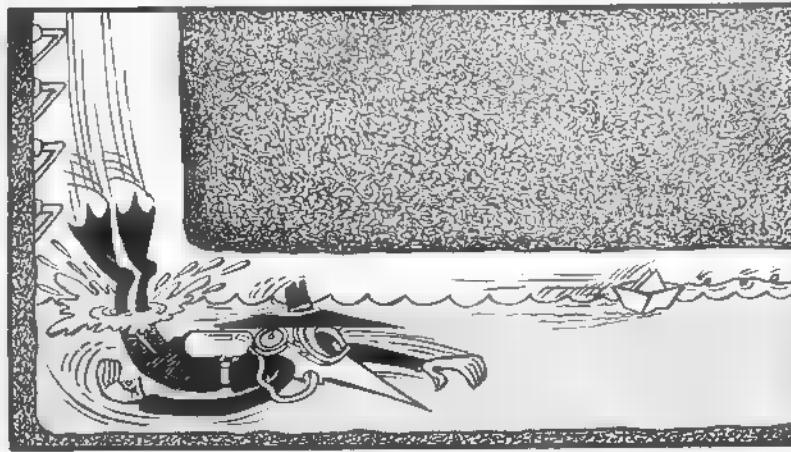
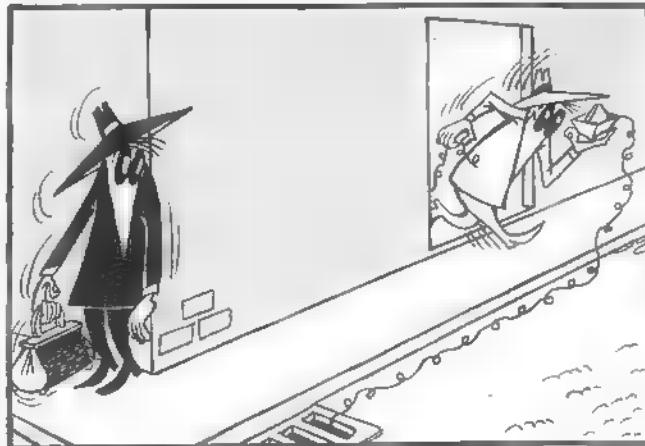


"Lowlight" shows Fullback Clean trying desperately to recover from "The Pig's" deadly blast of breath which reflected his breakfast of fermented goat meat in garlic gravy with limburger cheese.

## THE LowLIGHT



"Lowlight" shows Bull still running imaginary interference towards what he believes to be goal posts ahead.





#### PEN-AND-INCUPLICATION DEPT.

All we know about most of the characters in Newspaper Comic Strips is that they amuse and entertain us. But what about the serious problems of the day . . . like Hippies . . . and Protest Marches . . . and War and Peace . . . and Race Relations?

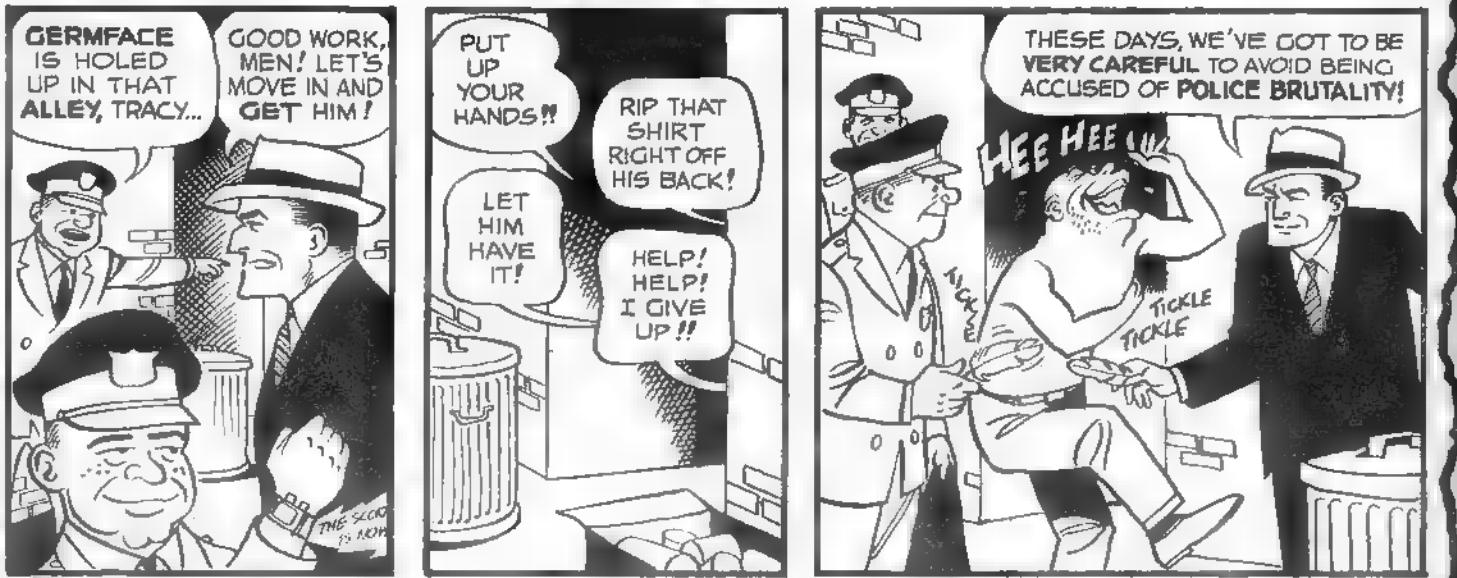
# IF COMIC STRIP BURNING ISSUE

ARTIST: BOB CLARKE

## SUPERMAN



## DICK TRACY



Where do the Comic Strip Characters stand on these burning issues? The trouble is, they haven't voiced any opinions, so we don't really know! Which brings us to the subject of this article. Here is MAD's idea of what it would be like . . .

# S COVERED THE ES OF THE DAY

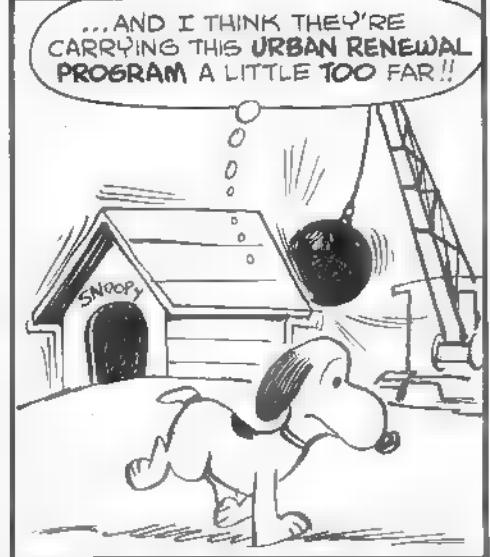
WRITER: FRANK RIDGEWAY



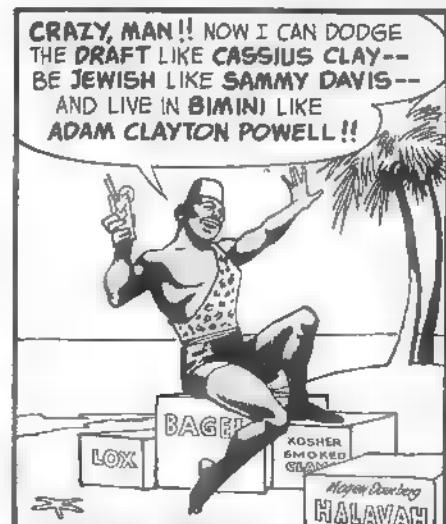
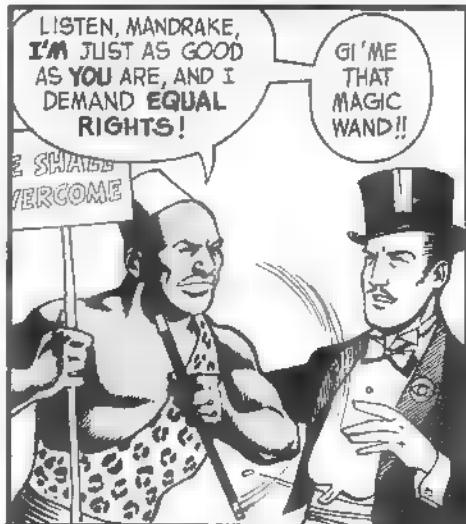
## BEETLE BAILEY



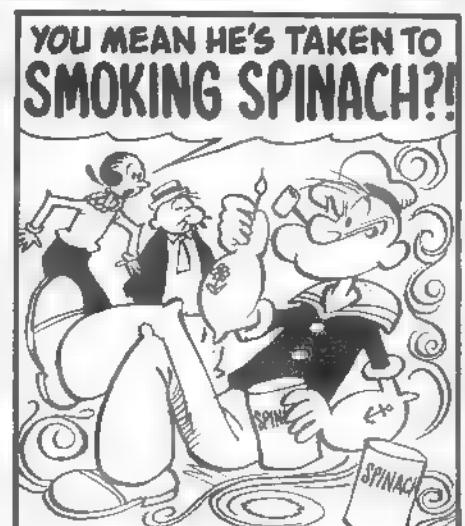
## PEANUTS



## MANDRAKE THE MAGICIAN



## POPEYE



## ARCHIE



## CLICHÉ MOVIE SCRIPT

ARTIST: BRUCE STARK

WRITER: HARRY PURVIS

## THE "OPERA" MOVIE

"You have a charming little voice, my dear. However, it needs training--a great deal of training! You understand that if I, Vittorio Calamare, take you on as my protegee, it will mean years of hard work. There will be no time for the unimportant things that most girls dream about--things like love and marriage."

\* \* \* \* \*

"Don't you see, Mike? It's my big chance. You can't ask me to give it up. Not now! Not after I've worked so hard!"

\* \* \* \* \*

"Signore ■ Signori, it is with regret that I must make the following announcement. Due to illness, Mme. Lucia Maledizione will not sing tonight. However, in her place, I am pleased to present--in her debut performance--Miss Irene Fairly..."

\* \* \* \* \*

"Go ahead, my dear, and do not be nervous. They will love you!"

\* \* \* \* \*

"Poor kid, they're not giving her ■ chance. This crowd came to hear the great Maledizione, and no one else. Wait--isn't that Vittorio Calamare himself, walking out onto the stage?"

\* \* \* \* \*

"You call yourselves opera lovers? Then ACT like it! This girl is my pupil! Would I consent to this appearance if I did not believe she could sing the role of 'Zuccini' as it has never been sung before?!"

\* \* \* \* \*

"Listen to that applause! Even Maledizione at her best never received such an ovation! We are watching opera history being made tonight!"

\* \* \* \* \*

"Yes, I was there tonight! Mike, the cow hand, in his forty dollar suit, standing among the white ties and tails. But even I saw it, Irene--even I know now that you've been given ■ great gift...a gift that belongs to the world! I have no right to ask you to waste it on some little cattle ranch in the middle of nowhere!"

\* \* \* \* \*

"...and after London, Irene--we go to Milan! Think of it! No American coloratura has ever sing the role of 'Fettucine' at 'La Scala' before!"

\* \* \* \* \*

"But, Vittorio! You promised that when this tour was over I could have a vacation! I want to go home, Vittorio! I'm...tired...sob..."

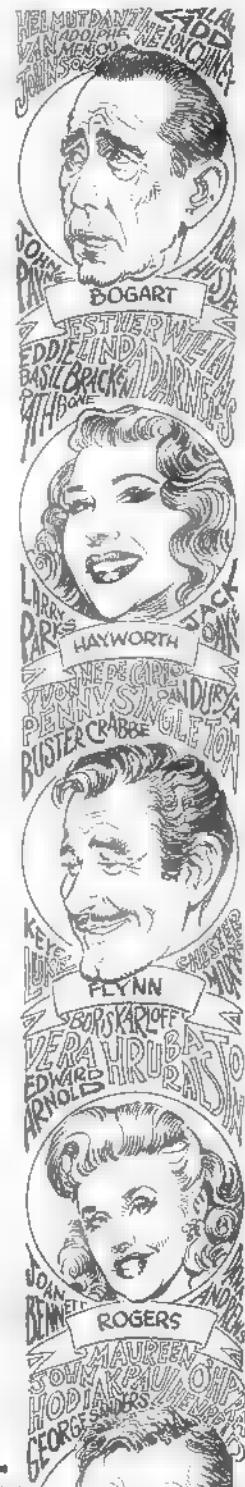
\* \* \* \* \*

"Ladies and gentlemen, thank you. You are much too kind. To sing at 'The Met' is privilege enough...but my statue at the entrance--well, what can I say?! It makes it even harder for me to tell you...that...that this was my LAST PERFORMANCE! No-no, please--you mustn't! You see, after tonight, Irene Fairly will be no more! She will become, instead, just plain Mrs. Mike Nolan of Butte, Montana! That is--if he'll still have me! I hope you're listening, Mike...because this is my farewell aria--and I dedicate it to you..."

\* \* \* \* \*

"Maestro...would you please play "Home On The Range" in the key of High C...?"

THE END



INSIDE-OUCH DEPT.

Here we ■ again, gang, with the fourth installment of our new series which explores that hidden world where dedicated people are working tirelessly and secretly ■ make our lives miserable. This one is . . .

# A MAD PEEK BEHIND THE SCENES

AT AN AIRPORT





**GRIN AND BEWARE IT DEPT.**

So you think the world would be a wonderful place if everybody went around smiling at everybody else all the time? So you think that everything is peaches and cream when somebody smiles at you? Well, you're

# YOU'RE IN TROUBLE.

ARTIST: GEORGE WOODBRIDGE

**YOU'RE IN TROUBLE** when the local bully smiles at you . . .

Especially after you just gave him your best karate chop!



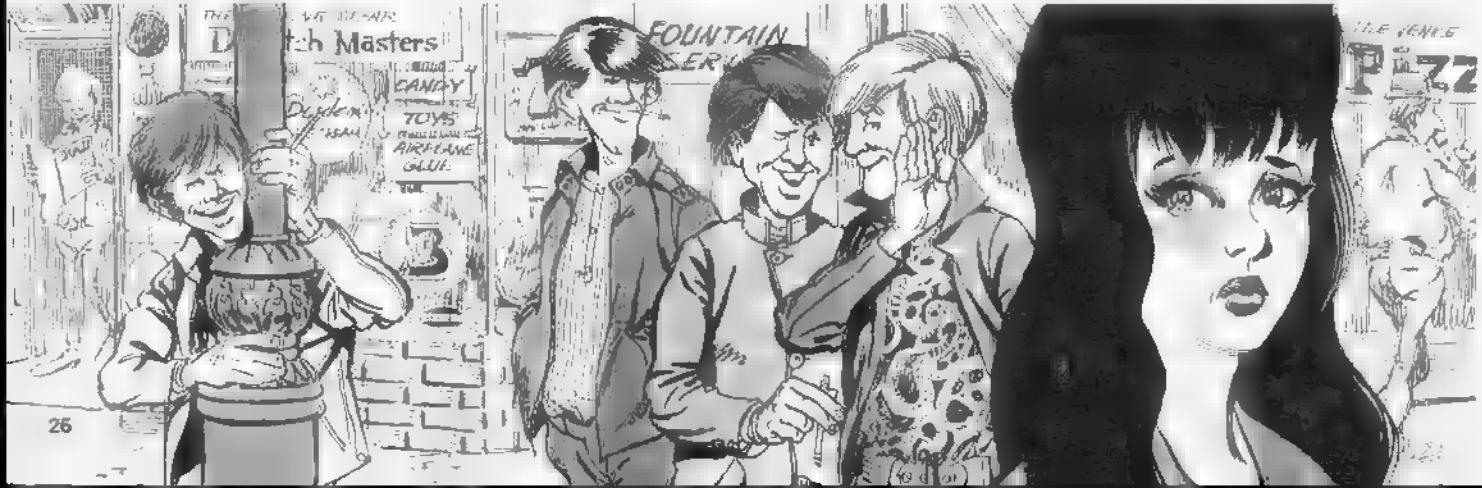
**YOU'RE IN TROUBLE** when you're acting in the school play, and you see everybody in the audience smiling at you . . .

Since you know what an awful actor you are, so they can't be smiling in approval! Our suggestion: check that zipper!



**YOU'RE IN TROUBLE** if you're a girl, and all the boys on the corner turn and smile at you whenever you pass by . . .

Especially if one of them is the "Big Mouth" you just quit going steady with, and you can imagine what he's told them.



wrong! Not all smiles mean "Love" or "Approval" or "Enjoyment"! Some smiles mean "Watch Out"! In fact, when you think about it, you may come up with even more examples than these which clearly demonstrate:



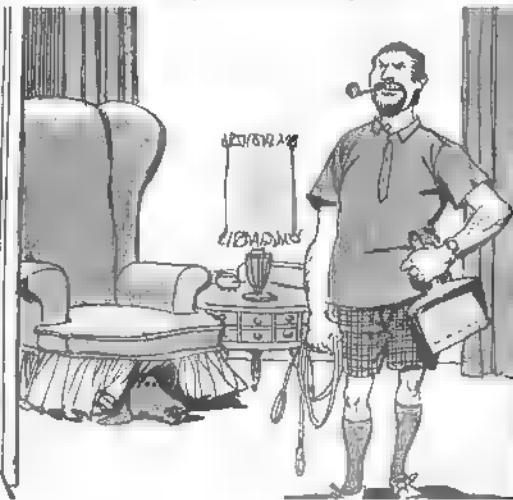
# ..WHEN THEY SMILE

WRITERS: STAN & CHRIS HART

**YOU'RE ■ TROUBLE** when your kid sister smiles at you . . .



Because it's probably to tell you "Daddy wants to see you!"



**YOU'RE IN TROUBLE** if you're driving, and you happen to touch the bumper of the guy in front, and he smiles . . .



Because he just decided to sue you for whiplash, backlash, headlash and kidneylash, plus eye-ear-nose-and-throatlash.

**YOU'RE IN TROUBLE** if you make ■ Blind Date, and when you call for the girl, her father looks you over and smiles . . .



Because you *know* that *you're* no bargain, so you can just imagine what the daughter of this guy's gonna look like!



**YOU'RE IN TROUBLE** when you buy the wildest kickiest dress you can find, and your Mother smiles at you with approval—



Because you just know she's gonna rush right out and buy the same exact dress, and look like a 35-year-old idiot!



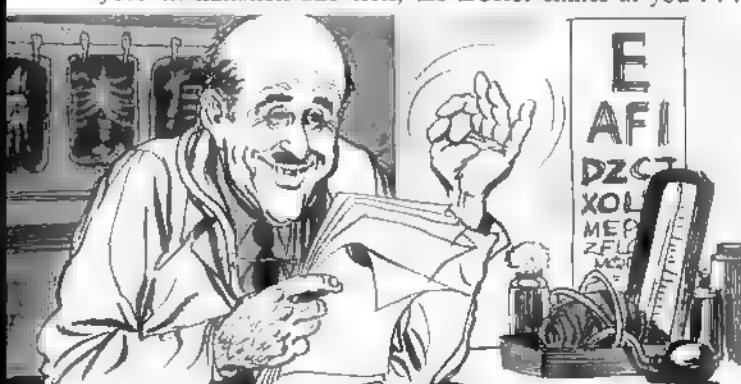
**YOU'RE IN TROUBLE** if your dinner date smiles every time you open your mouth and say something you deem clever . . .



Because you know you aren't *that* witty, so you've probably got a chunk of corn-on-the-cob lodged between your teeth!



**YOU'RE IN TROUBLE** if, after looking over the results of your examination and tests, the Doctor smiles at you . . .



When he happens to be a Doctor at a Draft Induction Center.



**AND LASTLY, YOU KNOW YOU'RE IN TROUBLE** whenever you see any of *these* guys smiling!



CHARLES  
DE GAULLE



MAO TSE TUNG



STOKELY  
CARMICHAEL

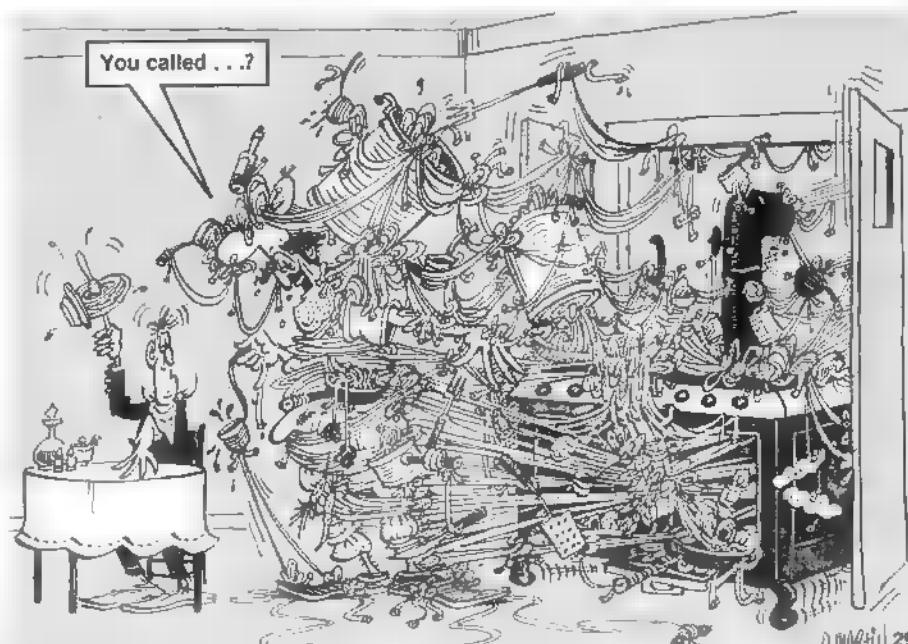


GEORGE  
WALLACE



THE JOINT  
CHIEFS OF STAFF

# IN AN ITALIAN RESTAURANT



ROAD SHOW DEPT.

HOLD ON THERE A MINUTE! BEFORE WE START RUNNING AROUND, TEARING DOWN

# THE MAD PLAN TO

ARTIST: BOB CLARKE



Relief is just a  
swallow away

Alka-Seltzer



In Your Bereavement...turn to  
**FINSTER**  
Funeral Directors



figure  
perfect!

**playtex**  
LIVING BRAS & GIRDLES

THEY'RE JUICIER!

**Sunkist**  
ORANGES

Got a Legal Problem?

CONSULT  
**SID ASHER**  
ATTORNEY AT LAW

FOR MORE FAMILY FUN  
PLAY

**MONOPOLY**



**ACME**  
SECRETARIAL SCHOOL



**SPEED  
LIMIT  
65**

**SPEEDERS  
LOSE THEIR  
LICENSES**

**YIELD**

**PHONE  
AHEAD**

**DO  
NOT  
PASS**

ALL THOSE BILLBOARD SIGNS THAT DISGRACE OUR HIGHWAYS, LET'S LOOK AT

# BEAUTIFY AMERICA

WRITER: DICK DE BARTOLO

The best bulbs  
you see are  
made by...



BETHLEHEM  
STEEL CO.

RELAX AT  
Maxine's  
MOTEL



FORGING A BETTER AMERICA  
Watch your Savings Grow!  
5 1/2 % INTEREST  
PER  
ANNUM  
SAVINGS & LOAN ASSOCIAT

Surround your home  
with a real  
OUTDOOR  
CARPET!

SCOTT  
LAWN PRODUCTS

Make your skin feel  
Softer with

SARDO in your bath

For Fun For Health...

BOWL  
AT BUDDY'S  
BOWL-A-RAMA

YOU'LL SMILE  
when you say  
PHILADELPHIA  
BRAND  
CREAM  
CHEESE  
BY KRAFT

PHILADELPHIA

EXIT 16

FOUR LANES AHEAD

FOOD-GAS

SQUEEZE  
RIGHT

STOP

DANGEROUS  
CURVES

NEWLY  
SEEDED

Clark

...BY REMOVING THOSE EYE-SORE BILLBOARDS, AND YET AT THE SAME TIME  
**...WITH INTEGRATED**

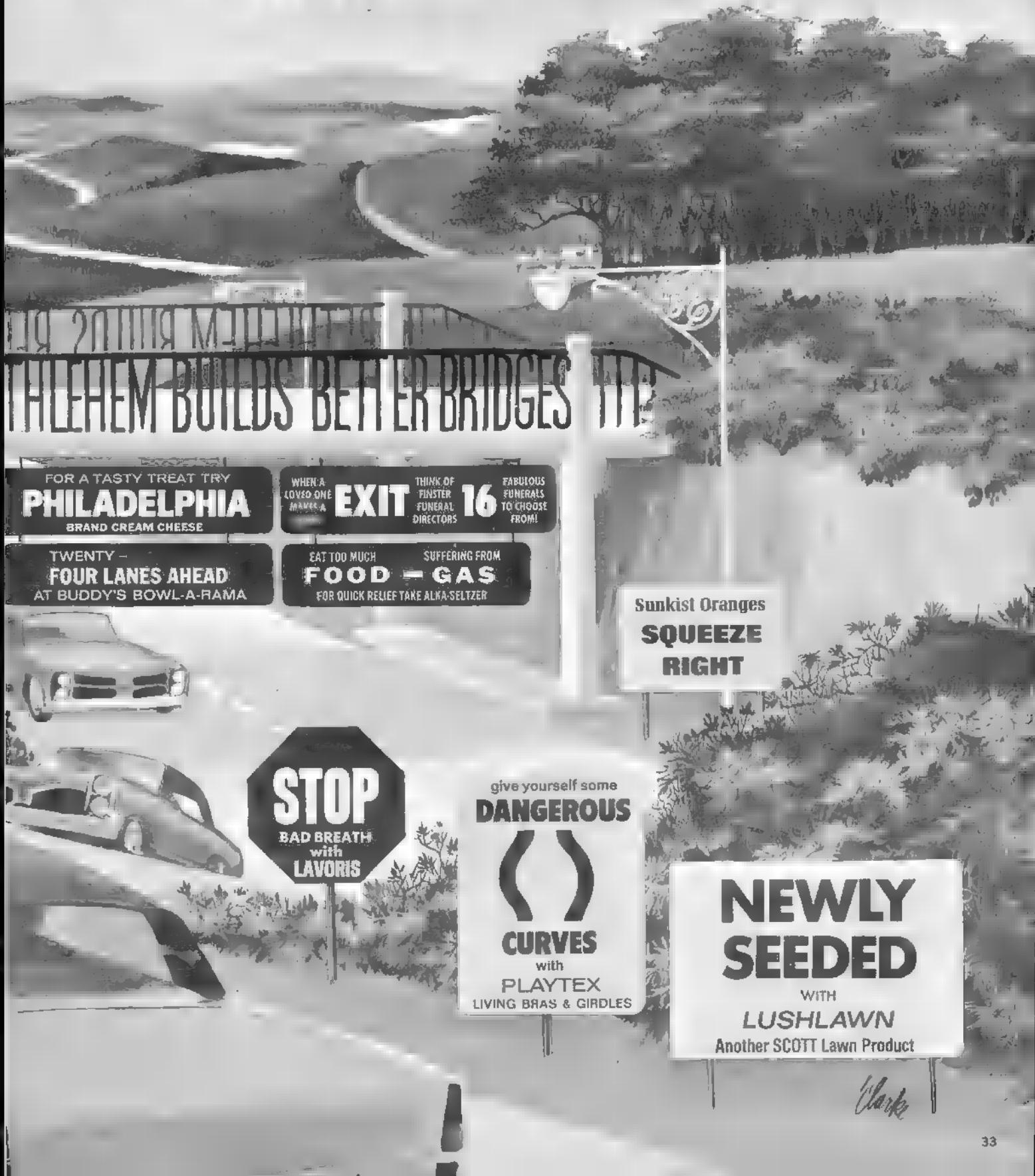


**DO  
NOT  
PASS**

"GO"  
Do not collect \$200  
ENJOY  
MONOPOLY  
Another Parker Bros. Game

PRESERVING THE ADVERTISING REVENUE (SO WE CAN MAYBE LOWER TAXES)...

# HIGHWAY SIGNS



# THE LIGHTER SIDE OF



# TO TITANIC

WRITER & ARTIST: DAVID BERG

BUT YOU  
ARE, FATSO!



Señor, señora . . . I would advise you not to drink the water! Your systems, they are not used to it, and it could make you very ill!



Well, in that case, bring us a bottle of your best wine!

Why did you tell them that? It is not a proven fact!

I know! But we do not make MONEY on water!



You know that old cliché, "Travel broadens you"?"  
Well, it certainly is true! Since we've started to travel I've gained such perspective!



Now I have a much clearer understanding of the world in relation to myself! And I can talk about it with more authority, now!



That's all very well, but why—wherever we go—do you buy up all the souvenirs?

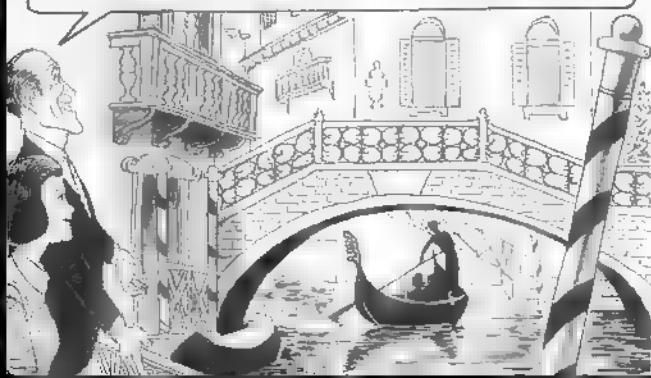


So I can display them in our home!

How else will people know that I've been broadened?



Venice just ISN'T REAL! It's a fairy-tale-come-true . . . a fantasy . . . a giant Hollywood set built in the 14th century! It's not a city, it's a poem . . . the stuff that dreams are made of! It just ISN'T REAL . . . and I hate to leave it!



Excuse, sir!  
Your bill!

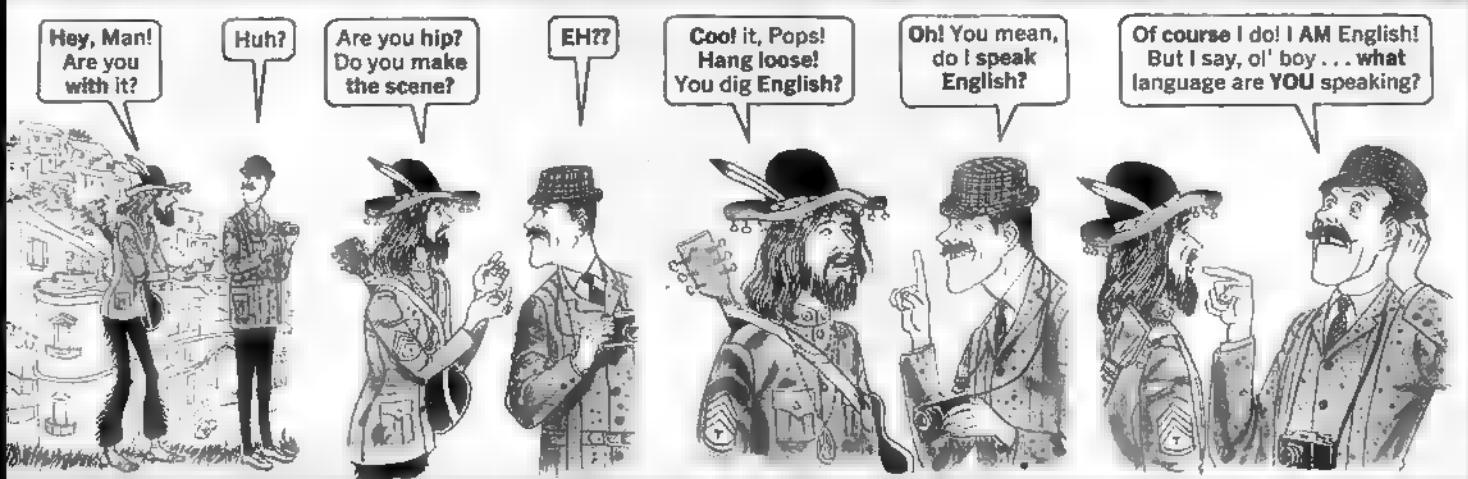
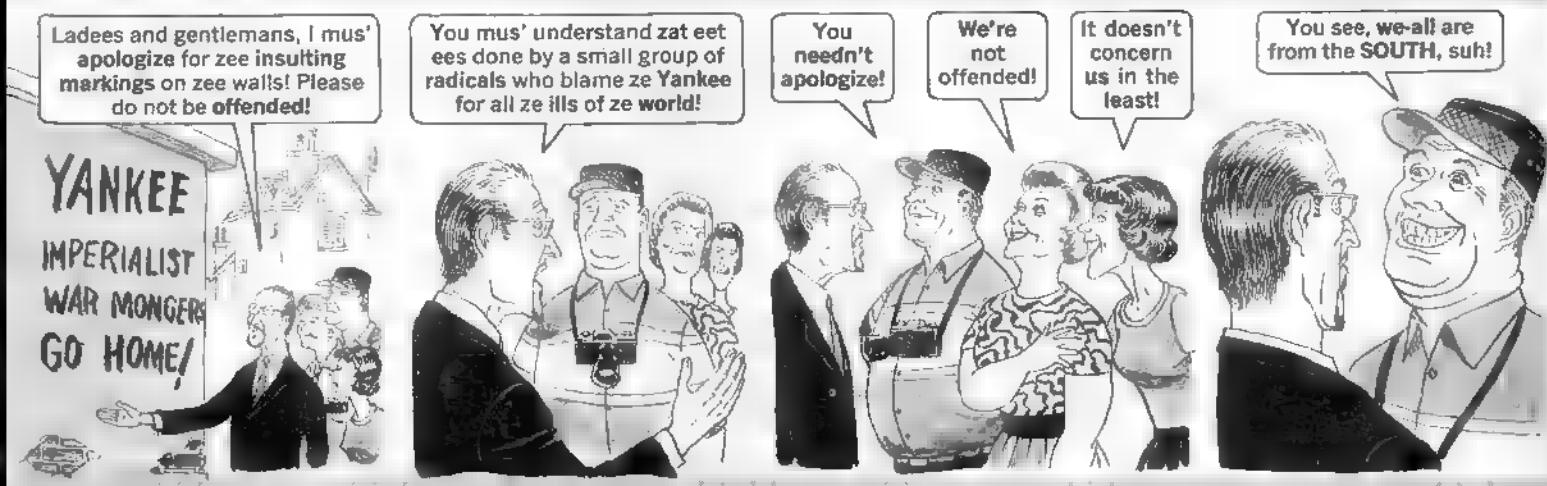
Huh?



What's-a the matter with-a your husban', Signora! He's-a no look so good!

Oh, he's all right! He just found out that Venice is VERY REAL!





He must've used  
TWO COATS!!

HEY!! My  
flight bag  
is missing!

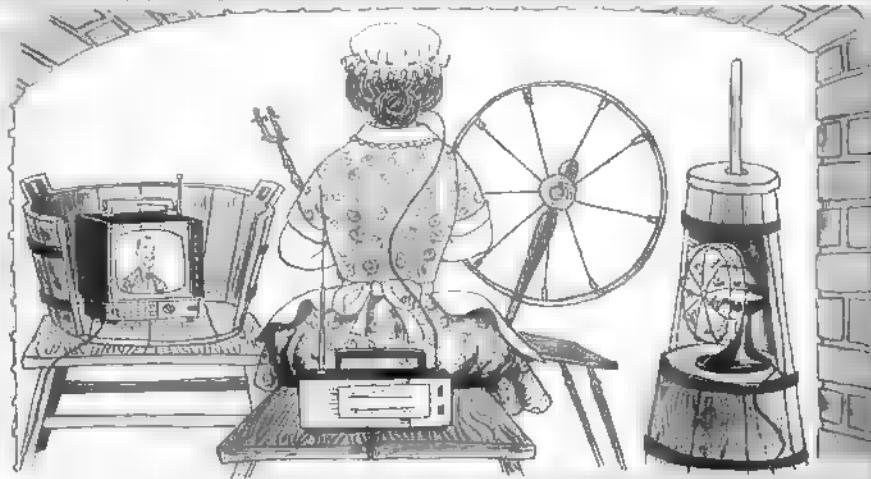
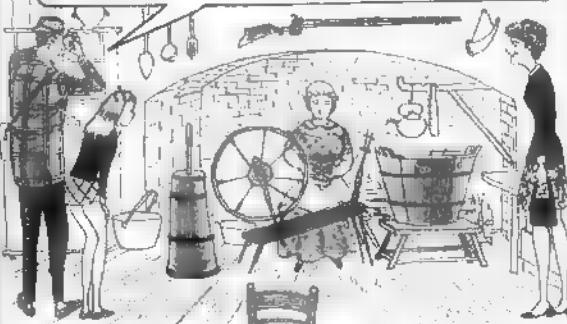
You mean  
somebody  
stole it?

Yes! Those darn  
foreigners! You  
can't trust any  
of them! They're  
all thieves!

Gee—  
that's  
terrible!  
What was  
in it?

The ash trays and the  
towels and the silverware  
we took from the hotel!!

Isn't it marvelous how they re-construct these  
historic sites and then hire actor-models to dress  
up in authentic costumes and live here! It makes  
you feel as though you're actually back in the  
17th century with all its primitive simplicity!



This is the Fontainebleau in  
Miami Beach, so I need your  
advice, Sidney! Now, what do  
I wear—my Dior dress with  
the plunging neckline, or my  
Pucci with the low back?

Your  
Pucci  
with  
the  
low  
back!

And with my Pucci  
with the low back,  
what do I wear—  
my pearl necklace  
or my diamond-and-  
opal ring and pin?

Your  
diamond  
-and-  
opal  
ring  
and pin!

And with my Pucci with  
the low back and my  
diamond-and-opal ring  
and pin, what do I wear  
—my mink coat or my  
chinchilla wrap?

Your mink  
coat! But  
hurry up,  
Shirley...

... or we'll be late  
for BREAKFAST!!



Well, you just blew your  
whole diplomatic career!

Hey, look who's here  
at the airport, too!  
Good ol' Charlie!

Hi!

Say, you look beat! You  
sure can USE a vacation!

USE one?! I'm just  
coming from one!!



We spend a fortune on new clothes, new luggage, plane tickets and hotel rooms just so we can come to sunny Hawaii . . . and what do **YOU** do? Sit inside, writing post cards!

And who are you writing to? Jerks like Roger Kaputnik, Frank Glurk, James Schlepp and Robert J. Harrington!

Those are people you can't stand! You haven't spoken to them in years! Why the devil are you bothering to send them post cards from Hawaii?

So they should eat their hearts out !!

Boy, when you take one of these "Group Plan Guided Tours", it's rush, rush, rush all day long! They just try to cram much too much into one short trip!

We're a little behind on our schedule, folks, so we'll have to move through this museum rather quickly!

Remember now, **NO LOOKING !!**

And for my favorite sister, look what I brought back from Italy! A pair of elbow-length leather gloves that cost **THREE THOUSAND LIRE !!**

You spent **THREE THOUSAND LIRE** on me? That's so expensive!

Nothing is too expensive for my sweet, darling sister!

**BIG DEAL! THREE THOUSAND LIRE IS LESS THAN FIVE BUCKS, AMERICAN!**

And for my obnoxious nephew, look what I brought back from Italy! A **GAG** . . . to stuff into his **BIG MOUTH !!**



We had this long week-end, so we went down to Washington, D.C. Holy cow, was it ever exciting!

I was there once, and it sure is!

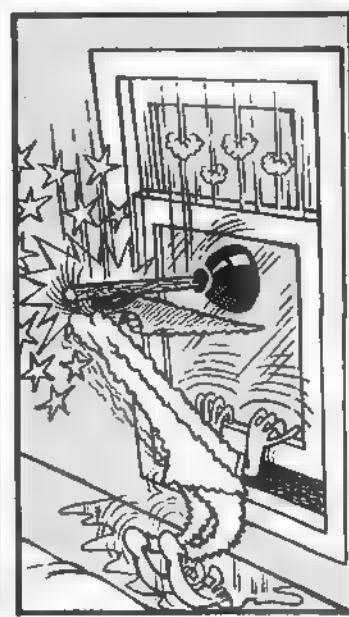
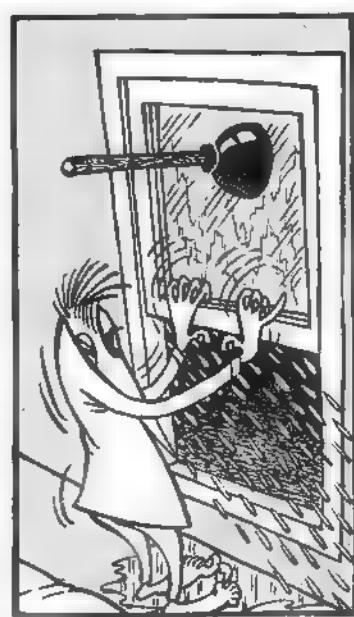
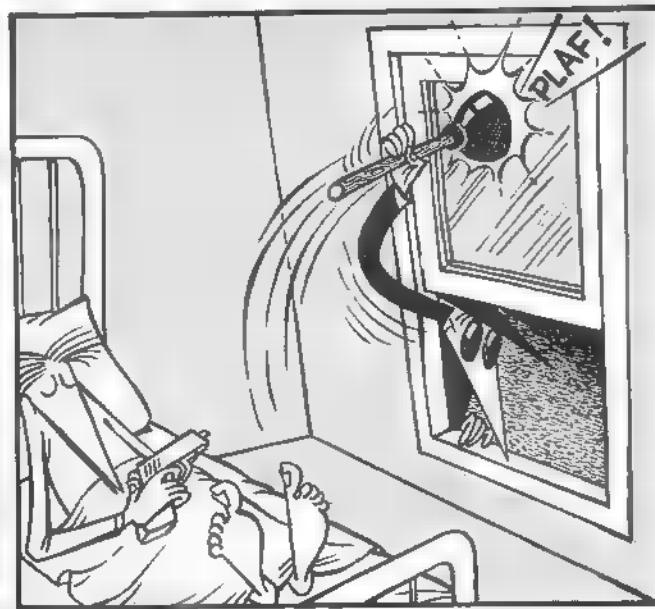
The Lincoln Memorial and the Washington Monument and the White House and the Capitol! Boy, I'll say it's exciting!

I didn't see any of that

You didn't? Then what was so exciting?

The demonstrations . . . and the riots!







# A MAD LOOK AT...



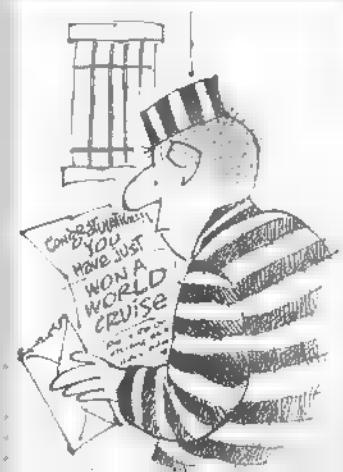
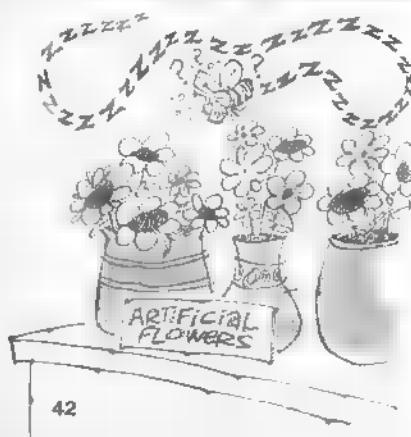
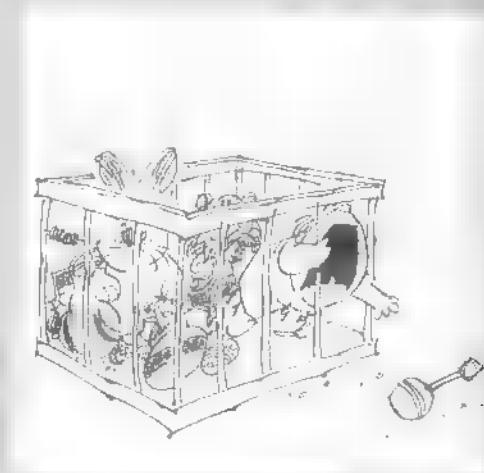


# FRUSTRATION

ARTIST: PAUL COKER, JR.

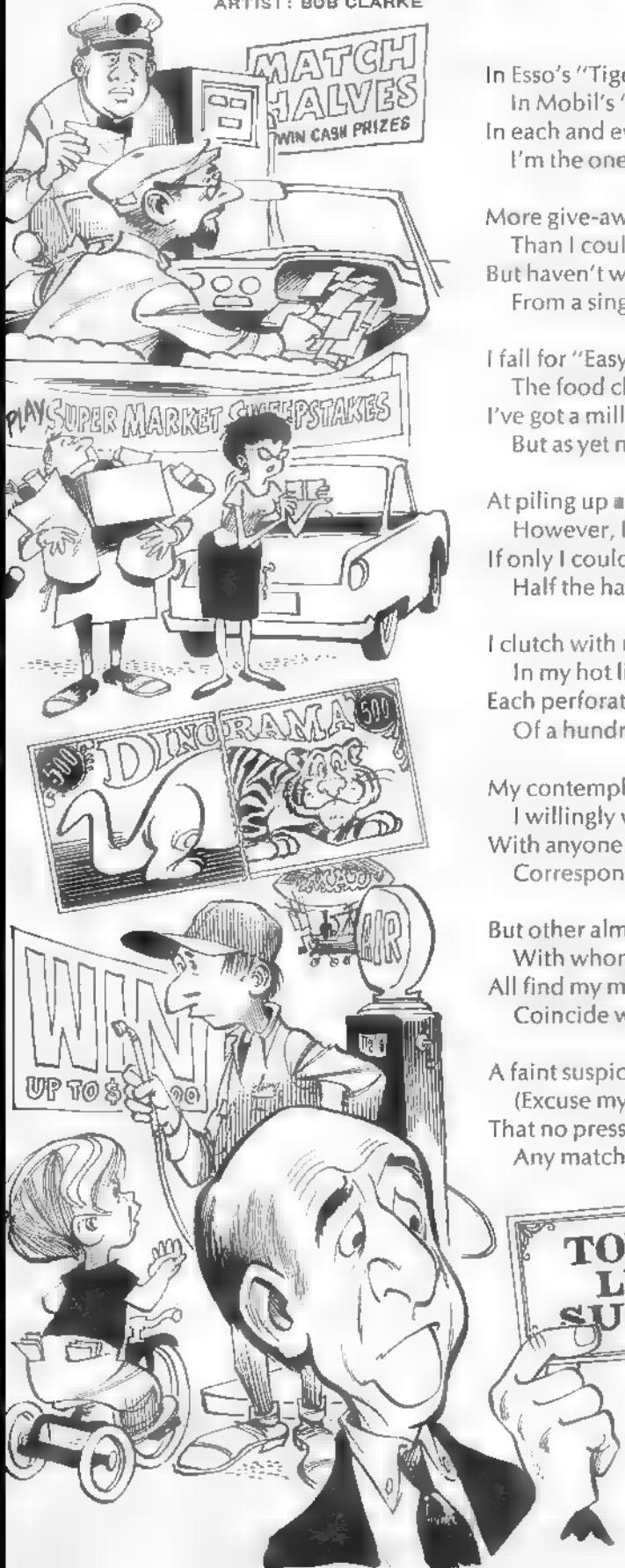
WRITER: JACK KENT





# Games People Play

ARTIST: BOB CLARKE



WRITER: RONNIE NATHAN

In Esso's "Tigerama",  
In Mobil's "Safety Pays",  
In each and every contest,  
I'm the one who plays.

More give-aways I've entered  
Than I could even name,  
But haven't won a penny  
From a single game.

I fall for "Easy Money"  
The food chains advertise,  
I've got a million coupons,  
But as yet no prize.

At piling up a fortune  
However, I've a shot,  
If only I could match up  
Half the halves I've got.

I clutch with mounting frenzy  
In my hot little hand,  
Each perforated promise  
Of a hundred grand.

My contemplated riches  
I willingly would split  
With anyone who holds a  
Corresponding fit.

But other almost-winners  
With whom I've tried for pairs,  
All find my missing pieces  
Coincide with theirs.

A faint suspicion rises  
(Excuse my hollow laugh!)  
That no press ever printed  
Any matching half.



#### DOUBLE STANDARD OF LIVING DEPT.

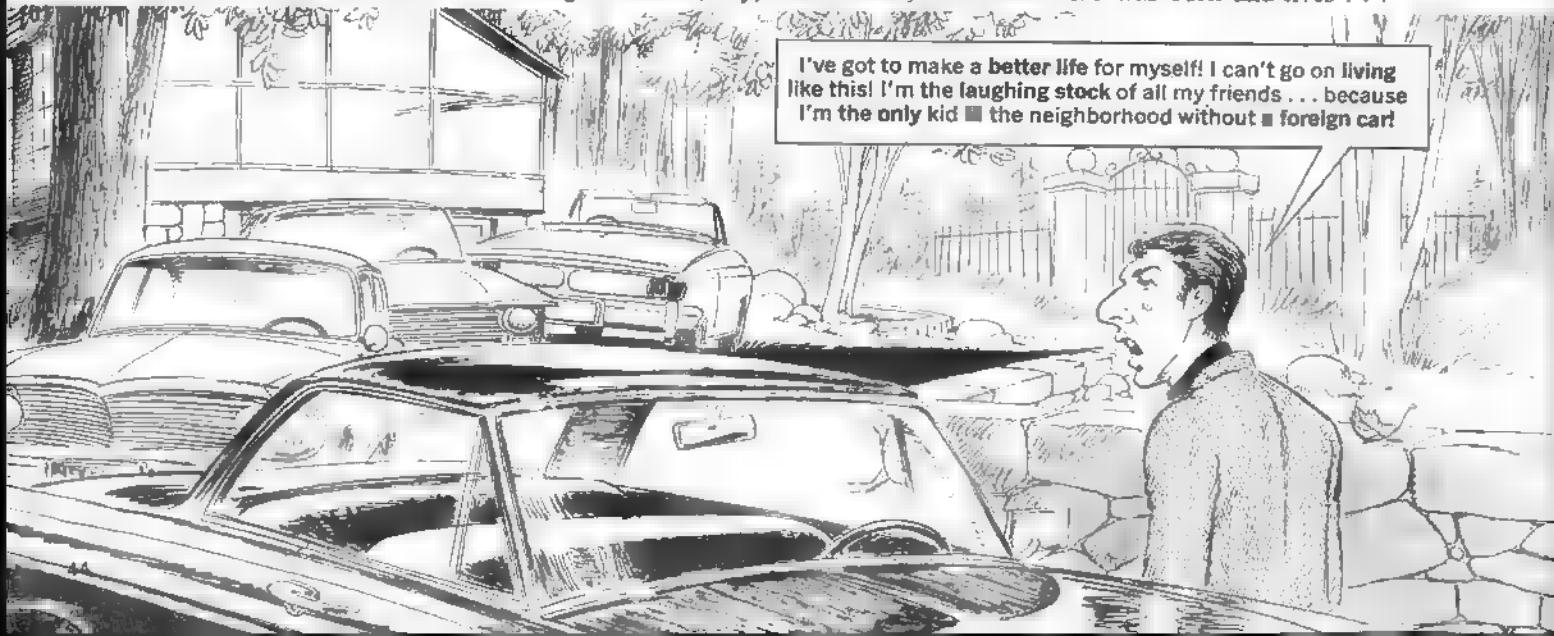
According to a dictionary, the word "success" means: "... the attainment of wealth, position, fame, etc." And that's the way Hollywood saw it for many years. Those of you who watch TV "Late Shows" will recognize . . .

The typical "Success Story" movie of the past always took place in New York in the early 30's. It would invariably open with a shot of the teeming, filthy Lower East Side where our hero was born and lived:



But times have changed, and you can forget the dictionary, because the meaning of "success" has changed with them. Today, young people are rejecting old standards and values! Here, then, is MAD's version of . . .

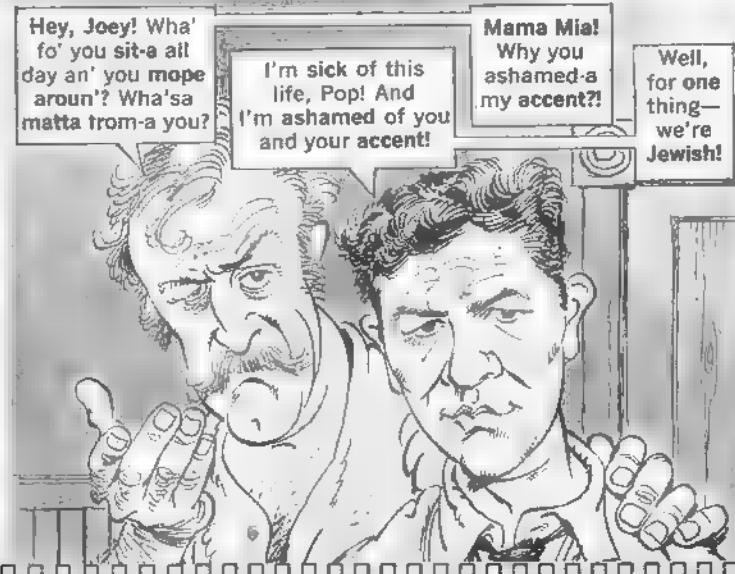
The typical "Success Story" movie of the future will probably take place in the suburbs of New York. It will invariably open with a shot of a large house in, say, Westchester, where our hero was born and lives . . .



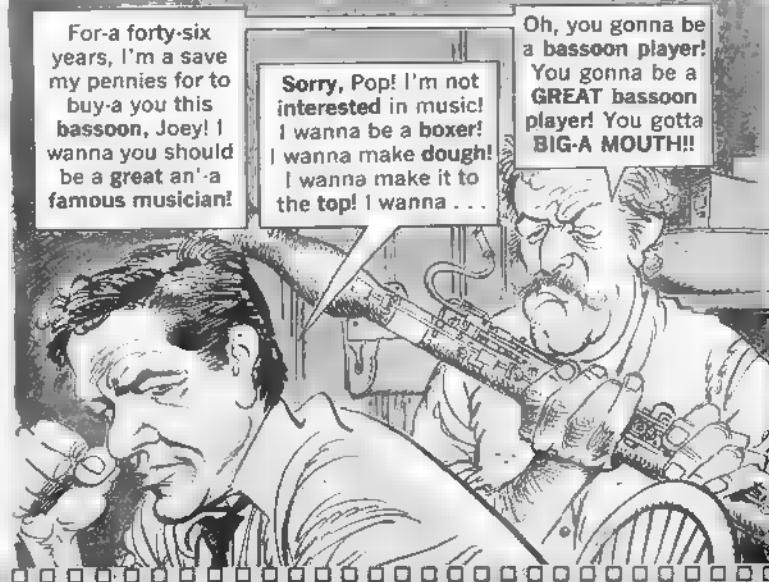


# "SUCCESS STORY" MOVIE OF THE PAST

The hero's father was always a poor, uneducated immigrant who was never able to afford to give his son anything . . .



The father would want his son to take up music, but the son would always be more interested in a fast buck . . .

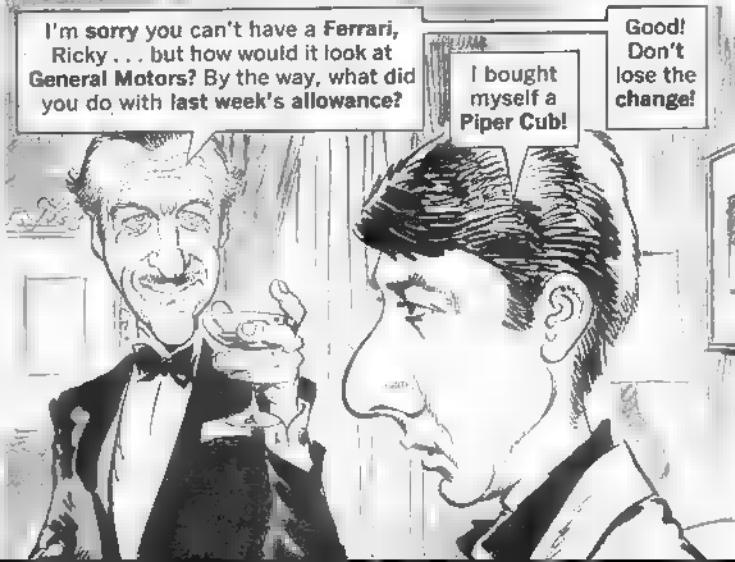


ARTIST: MORT DRUCKER

WRITER: LARRY SIEGEL

# "SUCCESS STORY" MOVIE OF THE FUTURE

The hero's father will be a rich executive—President of General Motors—who can afford to give his son everything!



The father will want to set his son up in business to make a fast buck, but the son will be more interested in music!



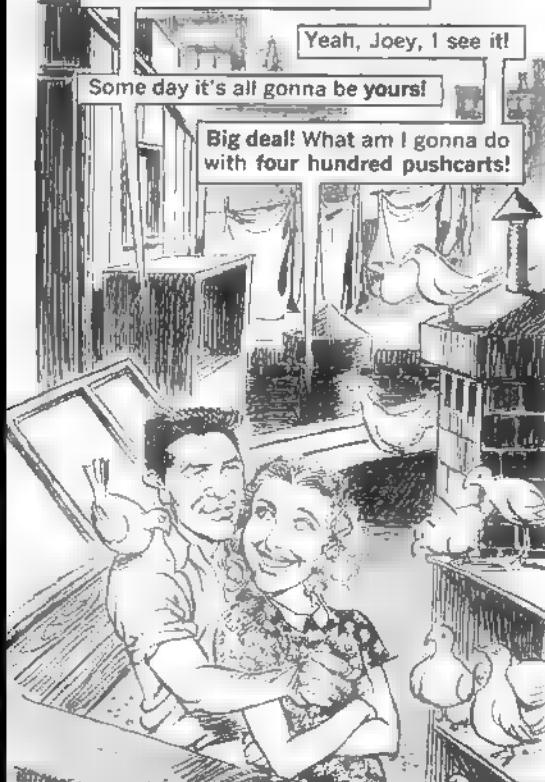
There was always the scene on the roof with the slum girl from next door . . .

I got dreams, Shirley! I got plans! You see all that out there . . . ?

Yeah, Joey, I see it!

Some day it's all gonna be yours!

Big deal! What am I gonna do with four hundred pushcarts!

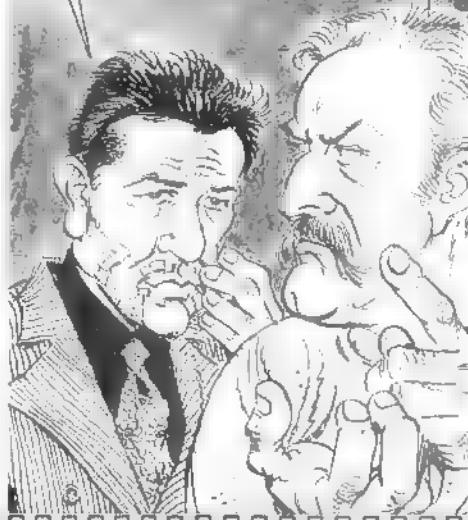


. . . And the scene where the hero leaves home and breaks his father's heart . . .

Good-bye, Pop! I'm leaving this dump!

Joey! You been fighting! Look-a you beautiful lips! You ruin-a you mouth! You mouth, she's-a not for fighting! She's-a for makin' beautiful music on-a bassoon!

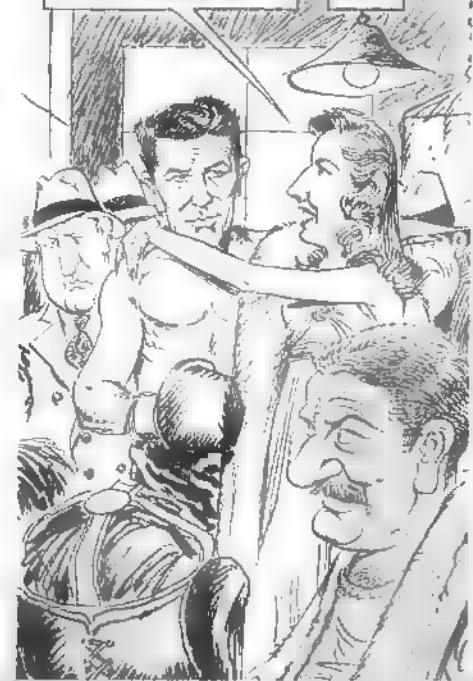
Who's been fighting? I've been on the roof for six hours . . . kissing!



The hero would become a boxer and meet a hard-boiled, fast-living girl . . .

I like the way you work, Joey! I like the way you move in! I like the way you hold on! I like the way you break from the clinches!

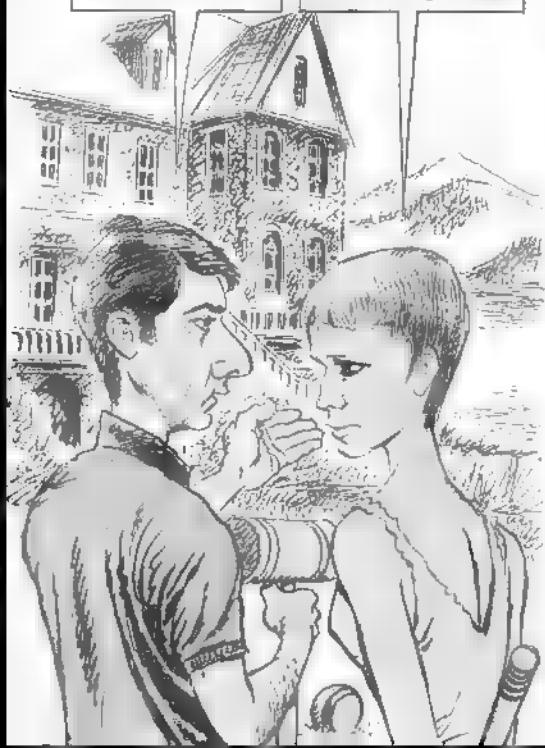
I also like the way you box!



Then there will be the scene with the girl from the estate next door . . .

You see all that out there, Kathy? Some day, it's all going to be yours!

I know, Ricky! I'm inheriting it! But I have to split the lake with my sister!



. . . And the scene where the hero remains at home and breaks his father's heart . . .

Are you still here! I thought I told you to go to Detroit and be a Vice-President!

Don't bug me, Pop!

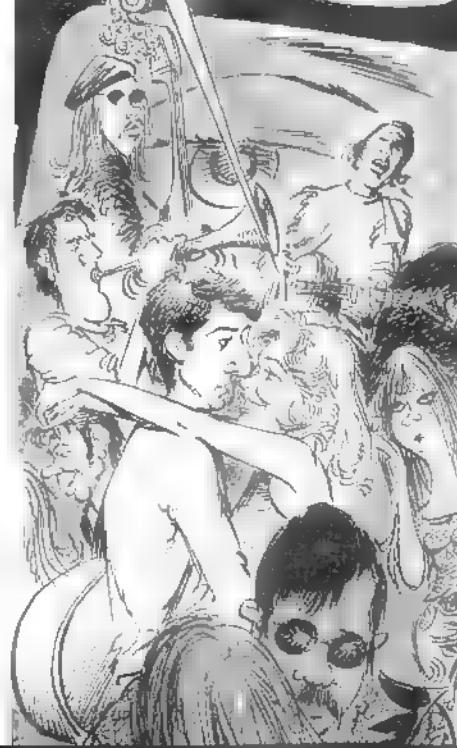
Your fingers! You're ruining your beautiful fingers on that thing! How are you going to sign checks?!



The hero will go to a local discotheque where he'll meet a swinging Hippie . . .

I like the way you play, Rick!

I also like the way you make music!



She'd teach him how to dress, how to groom himself, and how to live high . . .

See how much better you look with a new suit and haircut, Joey! You're on a one-way flight to fame! You're on a rocket to the stars! You're riding a crazy pink cloud to the end of the rainbow! You're—

Will you shut up!

What is it, Joey? You don't look so good!

It's either those sickening clichés . . . or I'm getting air sick!



She'll teach him how to dress, how to groom himself, and how to live high . . .

See how much better you look in filthy clothes and long sloppy hair, Rick! You've tuned out and you're going nowhere! Isn't it wonderful??

Now I really am what I always felt I was, Samantha—totally rejected and unloved . . . thanks to you—and DIRT!!



And when his country called, he would go off to war and become a hero . . .

That Joey is a really great war hero!

He's already been awarded 14 medals and the Purple Heart!

The Purple Heart?! How did he get wounded??

You won't believe this, but he fell over a pile of calendar leaves!



And when he's called, he'll go off to the Induction Center and come out a hero!

What a great American hero!

His country called, and he burned his Draft Card!



When Joey fought the Champ, someone from his past would always turn up at ringside!

Joey! Remember me? A loved one from your past? Give up boxing before it ruins you!

Pop! It's great to see you again!

Because first, your eyes go . . .

Pop! It's great to hear your voice again!

. . . and then your ears go!



When Rick gets out of jail, he'll go on a fantastic LSD trip . . . which will be interrupted by someone from the past!

Rick! Remember me? A loved one from your past? Give up acid before it ruins you!

Don't interrupt when I'm talking to someone!

Oh! I . . . I apologize!

Now apologize to God . . .



Joey was always torn between two worlds!

Give up boxing  
before it's too  
late, Joey! I  
love you . . .

Stay in boxing, or  
you'll be the "late  
Joey"! The Mafia  
loves you . . .



And so, Joey would make his decision . . .

Isn't it wonderful, Pop? Joey chose me  
and his music over boxing and the Mafia!

Thas'a nice! But-a  
tell-a me! How did  
he become-a leader  
of the New York-a  
Philharmonic in-a  
joost-a one week?

'Cause he has  
music in his  
heart! He has  
rhythm in his  
soul! And  
he punched  
Leonard  
Bernstein  
in the mouth!

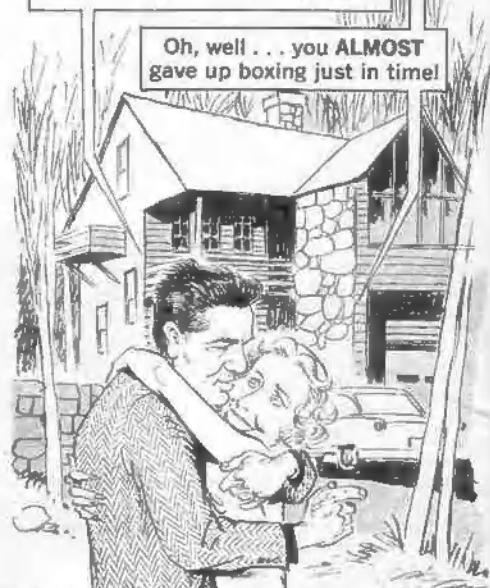


And so the kid from the Lower East Side,  
and the girl from next door would get  
married, and find happiness, status and  
success in a big house in the suburbs . . .

You made it, Joey! You're a success be-  
cause you gave up boxing just in time!

When we break from this clinch, I  
want you to go back to a neutral  
corner and turn off those bells! I  
can't stand those bells ringing . . .

Oh, well . . . you ALMOST  
gave up boxing just in time!



Rick will be torn between two worlds . . .

Don't listen to her, Rick! Stay with me  
and we'll try Methedrine, STP, hashish,  
bananas and juice from sneaker laces!

Come with me, Rick! My Guru has the  
answer! Transcendental Meditation!

What do you  
and your Guru  
meditate about?

Methedrine, STP,  
Hashish, bananas  
and juice from  
sneaker laces!



And so, Ricky will make his decision . . .

Go away somewhere and think it over,  
Rick! It's not easy to choose between  
two girls from two different worlds!

I just made  
up my mind!

What a coincidence!  
I just BLEW mine!



And so the kid from the suburbs and the  
girl from the estate next door AND the  
Hippie chick will all live together in a  
miserable pad, and find happiness, status  
and success on the Lower East Side . . .

I'd marry you both in a  
minute, but our Hippie  
friends would object!

Why?  
You're  
both  
White!



WHICH  
MODERN ARTIST  
IS MOST  
SUCCESSFULLY  
COMMUNICATING  
WITH HIS  
AUDIENCE?

## HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

"Modern Art" has taken some pretty wild turns in recent years. But no matter which direction it takes, it seems to be headed more and more toward total incomprehensibility. Reactions like "What is it?" and "What does it mean?" are almost guaranteed. But there is one modern artist whose work is understood by everyone! To find out who this phenomenal genius is, fold page in as shown.



FOLD PAGE OVER LIKE THIS!

A

FOLD THIS SECTION OVER LEFT

B FOLD BACK SO "A" MEETS "B"



MANY MODERN ARTISTS HAVE LONG FELT THAT  
GREAT ART NEED NOT NECESSARILY BE UNDERSTOOD  
BY THE GENERAL PUBLIC, AND SOME HIDEOUS  
GROTESQUERIES HAVE BEEN CREATED IN THIS BELIEF!

A

B

ARTIST & WRITER:  
AL JAFFEE

# THE BEAT GENERATION



ARTIST & WRITER: SERGIO ARAGONES

